

**STAR
TREK IV**

**THE
EQUALIZER**

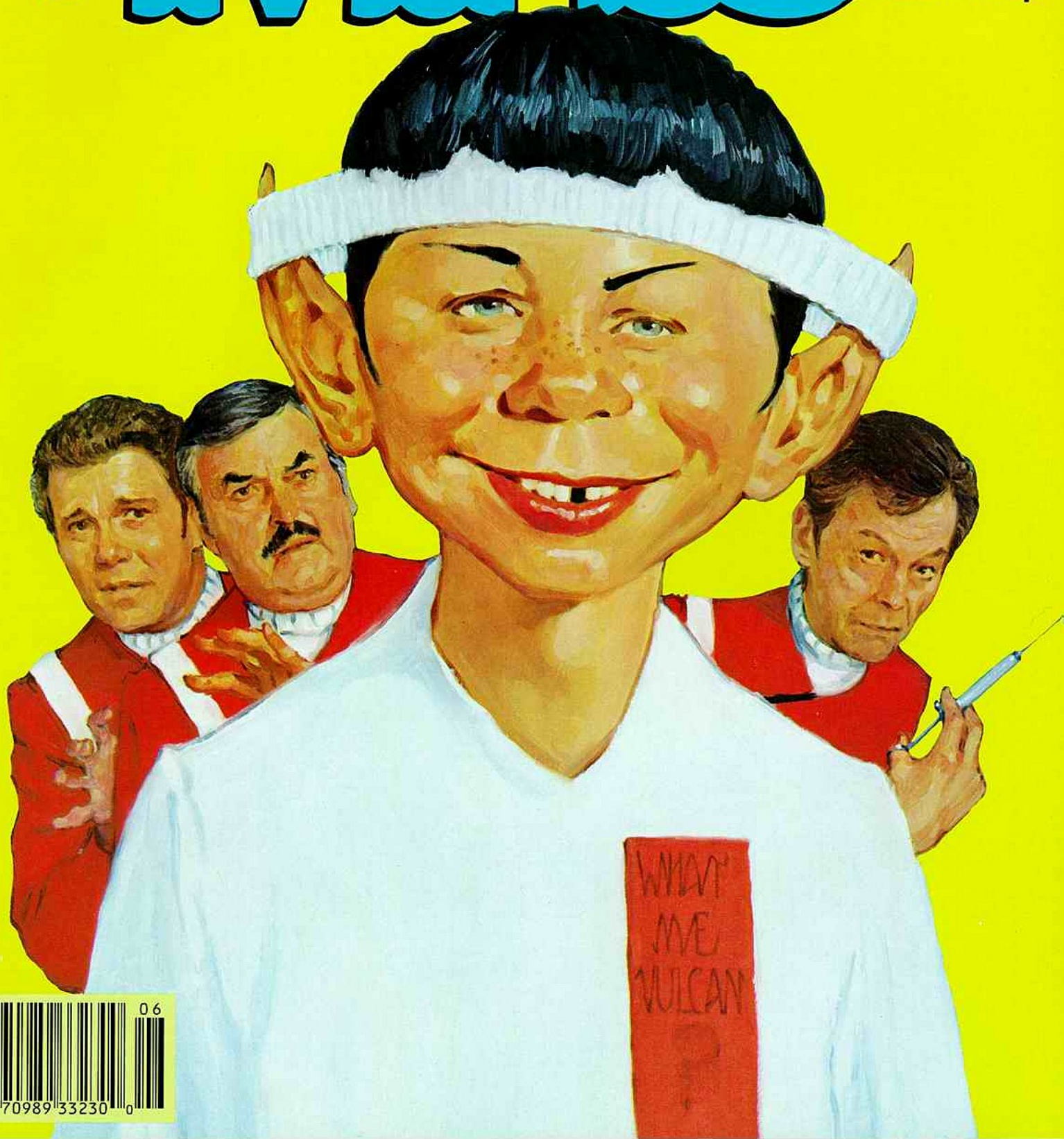
**BRUCE
SPRINGSTEEN**

**PRO
WRESTLING**

No. 271
Stardate:
June
1987

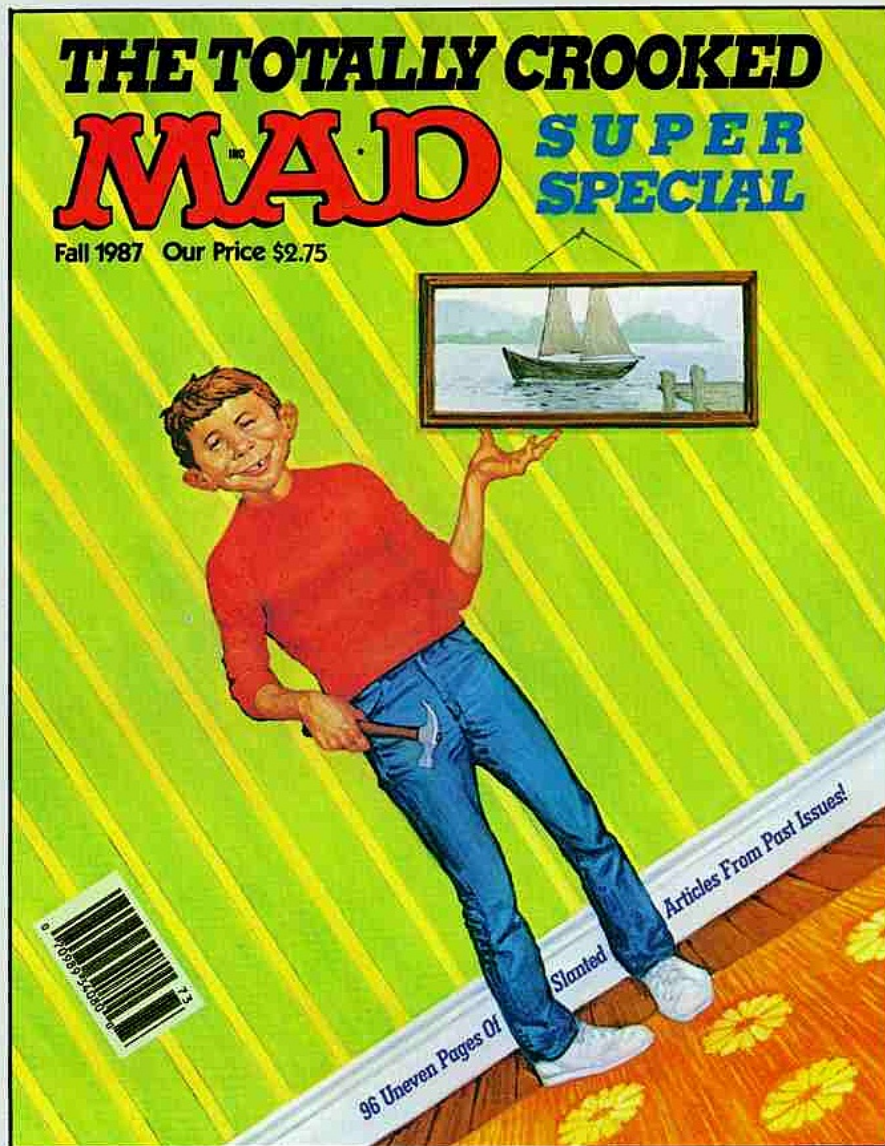
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MAD

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—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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COVER ARTIST: RICHARD WILLIAMS

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VITAL FEATURES

"STAR BLECH IV"
(A MAD MOVIE SATIRE)
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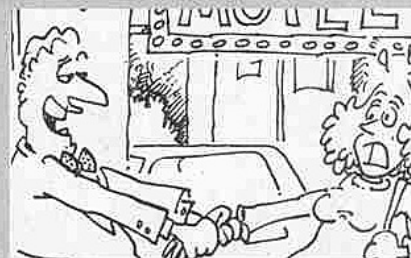
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THE CRANK 'EM OUT MINT PRO WRESTLING CHESS SET
Pg. 45

The Morgue The Merrier!

Tired of *coffin* up good
bucks for *stiff* gags?
Then get...



Putrid Plots! Grave Gags!
Dead Pan Humor!
You'll laugh till it hearse!

REMEMBER!

"A fool and his money
are soon departed!"

LETTERS AND TOMATOES DEPT.



"STAND BUT ME"

When I read Dick DeBartolo and Mort Drucker's satire "Stand But Me" I died laughing. But please, don't go searching for my body!

John Meeks,
San Angelo, TX

CHART ATTACK

Your "MAD Charts" in issue #269 listed the top TV shows picked by the Dinner Workers of America, but you failed to list their favorite *game* shows of all time:

- 1) Family Food
- 2) What's My Lime?
- 3) Eat the Clock
- 4) Let's Make a Meal

Paul R. Chittick
Cambridge, MA

And let's not forget Veal of Fortune!—Ed.

MORE "GUNK" MAIL

I can't believe what garbage Sean Genell wrote in issue #269 criticizing Mort Drucker's "Top Gunk." Both the Air Force and the Navy have F-4's. I should know, I flew the Navy F4-J Phantom in Vietnam—Squadron VF-96 from the Aircraft carrier U.S.S. Constellation. I shot down 3 MIG-17's. As for Sean Genell, thank God *he's* not defending the country! I think Mort Drucker knows what he's doing!

Dave "Wolfman" Wolf
Lancaster, PA

A letter which appeared a short time ago in your "Letters and Tomatoes" Dept. was incorrectly attributed to me. I have the highest respect for "Top Gun" pilots and all members of the military service.

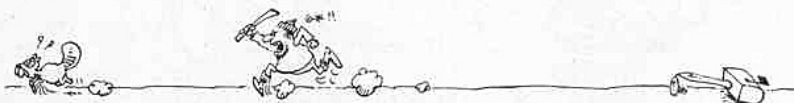
Richard J. Vattuone
San Diego, CA

MORON MAIL

Why don't they have MAD in doctors' offices instead of all those other boring magazines?

Anthony Jackson
Sword Creek, VA

Because despite all their medical training, they don't know much about the funny bone!—Ed.



HOCKEY SCHTICK

Thank you for sending me an enlarged reproduction of Don Martin's "One Day in Edmonton" (MAD #257). It is being framed and will hang in my home where it will prove to be a humorous conversation piece, I am sure. My dentist also has the cartoon on display in his office, although his dental procedures are somewhat more advanced than those depicted in Don's cartoon!

As a youngster growing up in Canada, I clearly remember two publications—*The Hockey News* and MAD. It's nice to see you both still going strong. All the best!

Wayne Gretzky
Edmonton, Alberta

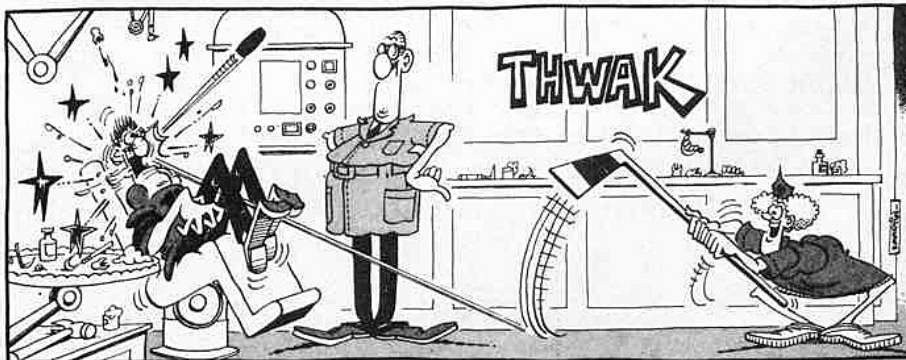
A VEIN ATTEMPT AT HUMOR

Concerning "MAD's Celebrity Madballs" on the back cover of #269, we would like to point out that Veiny White's veins should be blue! All the oxygen has been removed from the blood and used by cells by the time the blood gets to the veins.

David Friedman
Ethan Sadacca
Phoenix, AZ

We don't know, but one thing's for sure: there's no blood rushing into your head!

—Ed.

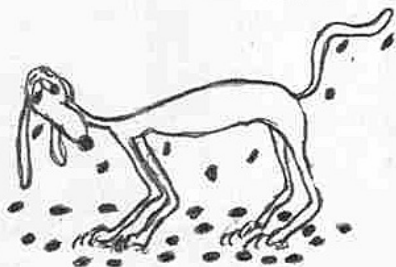


Edmonton Oilers star Wayne Gretzky visits his dentist, Don Martin-style, in this excerpt from MAD #257, Sept. '85

"PET PEEVE"

I liked Paul Peter Porges's "Your Pet Has Reached Blissful Retirement When," but here's one he forgot.

Dave Campbell
Holly, MI



...When your dalmation loses its spots.

MORE ON MORON MAIL

How do you pronounce Al Jaffee's last name? Is it "Jüfē" or "Jāfē"

Eric Plaksin
Gastonia, NC

Good question. The name "Jaffee" translated literally means "a proud midget." The prefix "Ja" comes from the Greek word "jamapopolous" which is "a small plastic container." A "fee" in Latin is "one who enjoys wrapping his legs in cellophane." When combined to make Ja-fee it is pronounced as "Finch." —Ed.

PUTTING OUR HEAD-ROOM TOGETHER

I just th-th-th-thought your ALFRED E. HEADROOM in issue #269 was T-T-T-T-Totally C-C-Cool!

Michael Lopez
LaHabra, CA

After reading your latest issue (MAD #269), I was shocked to see at the newsstand an obvious imitation called TIME. How long have they been ripping you off?

Michael D. Lurie
Cleveland Heights, OH



The Imposter??

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Admiral's Log—Stardate: 8756½. We have been in space since Earth-year 1966—on prime-time TV, in syndication and in three motion pictures, not to mention merchandising, cartoons, and arcade games. We have endured adoration, exploitation and a horrible first film. Yet we go on, resisting age, wrinkles and flab. But now, the end may be in sight as we return home in...

We have a choice! We can return to Earth and be court-martialed and executed for mutiny, treason and wanton destruction of a sequel or we can remain here, marooned on Vulcan!

What happens if we choose to stay?

We'll spend the rest of our days living the life of a free-wheeling Vulcan—like Schlock, here.

Some choice! Either way we lose! I choose Earth! At least death is more interesting than terminal boredom!

Spotty, have you seen any Vulcan TV? Their top-rated show is "Life-Styles of the Dull and Inert!"

Earth once had TV like that! It was called PBS!

Centuries ago, Vulcan was called "The Dead Planet"!

You can't beat ancient wisdom!

Hello, Admiral!

Schlock, I'm your old comrade! Call me Jim!

And I'm director and co-writer of this film! Call me SIR!

HU-PERSON BEING.

Εἰρήνη

III QET
DRUCKER

ΟΥΛΟΚΟ

STAR BLECCH IV

THE VOYAGE BOMBS

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

Admiral, this ship still has the stench of Kingkongs!

That's because Kingkong ships don't have restrooms!

No restrooms?! Then what shall we do on our voyage home?

We'll just have to go where no man has gone before!

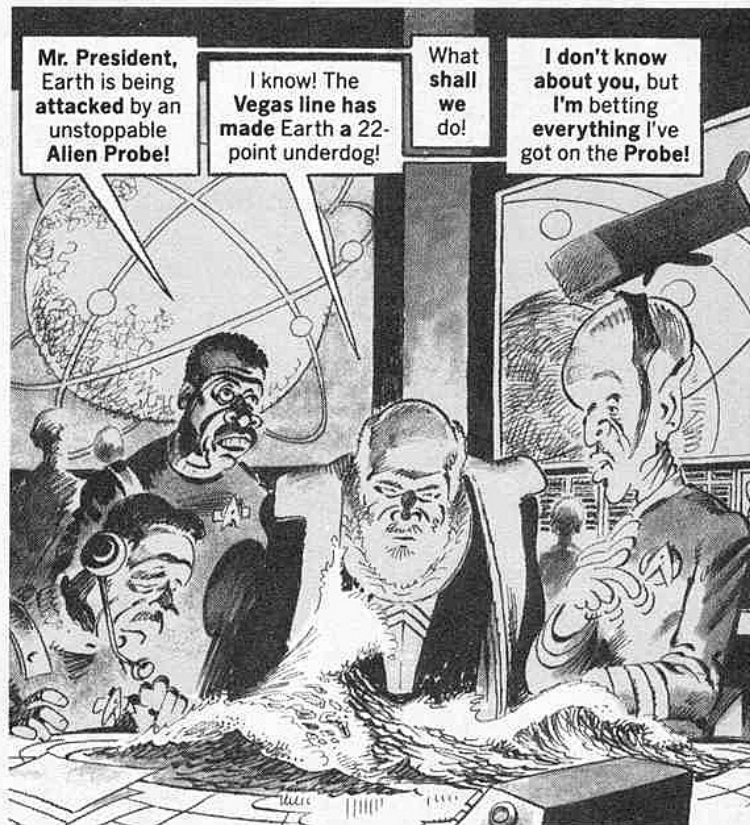
TURN OUT THE LIGHTS

Mr. President, Earth is being attacked by an unstoppable Alien Probe!

I know! The Vegas line has made Earth a 22-point underdog!

What shall we do!

I don't know about you, but I'm betting everything I've got on the Probe!



Admiral, we're getting distress signals from the West Coast of the United States!

What do they say?

I can only make out two words: "SURF'S UP!"

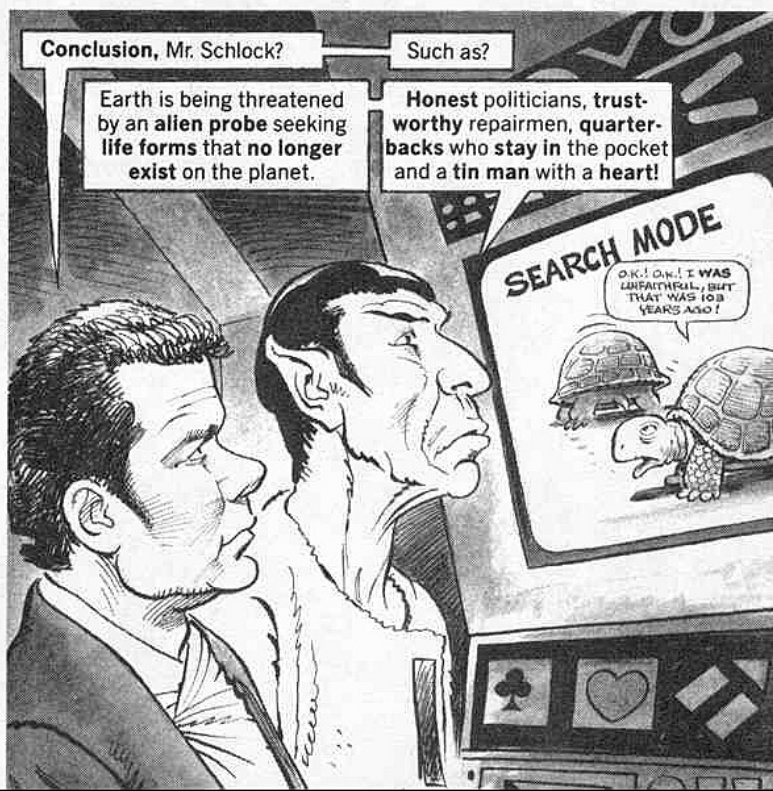


Conclusion, Mr. Schlock?

Such as?

Earth is being threatened by an alien probe seeking life forms that no longer exist on the planet.

Honest politicians, trustworthy repairmen, quarterbacks who stay in the pocket and a tin man with a heart!



The probe is emitting a terrifying groaning sound!

Can we identify it?

The computer gives us two choices! It's either whale talk or a recording of a rock star from the 1980's named David Lee Roth!

Tough choice! Let's see pictures of extinct whales!

You mule-eared ninny! That's the Prince and Princess of Wales! I thought you Vulcans were intellectual giants!

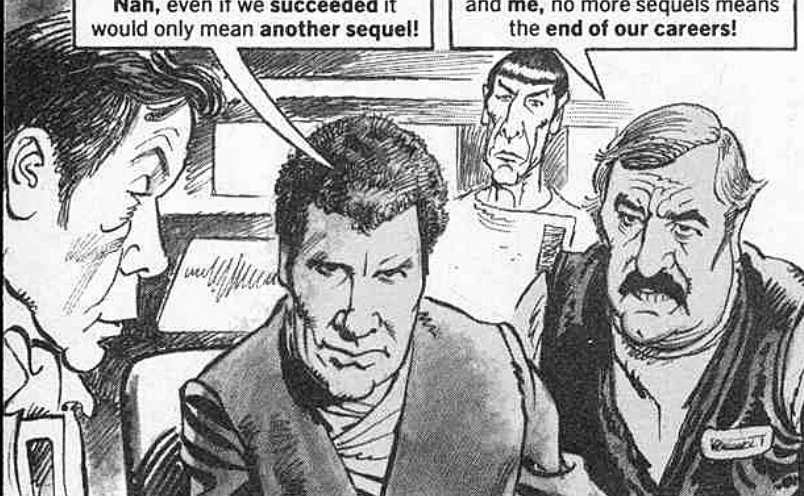
Yes, but we're lousy spellers!



We could time-warp back to 1987, pick up two whales and transport them back to the 23rd century!

Nah, even if we succeeded it would only mean another sequel!

That's easy for you to say, sir! You can always grab another series, like "T.J. Hooker!" But for Dr. McGoy and me, no more sequels means the end of our careers!



Very well! Using the "slingshot effect," we'll shoot around the sun and zoom backwards in time! If nothing else, we'll get a gorgeous tan!



WHOOOSH!



We've landed among a bunch of wild, lawless Kingkongs!

No, Mr. Spott! These are typical citizens of San Francisco in 1987!

I'd feel safer with Kingkongs!

We'll need some 20th-Century American money! Yuhuhu, as an attractive woman, it's your job to go hustle those sailors!

Admiral, may I remind you, we're in San Francisco!

You're right! Sumu, Checkout, YOU go hustle those sailors!





We need exact change for the bus, so I changed a \$50 bill with that honest-looking man!

Interesting! This coin says "Wheaties NFL Stars" and has a portrait of someone named "Walter Payton"!

Mine shows "Joe Montana"! I believe they were both U.S. Presidents!

Your knowledge of history is impressive!

These whales are named Gorge and Greasy! I'm Galleon Tailfin, a leading whale expert!

How big are the whales?

Real big! Some are even bigger!

Do they have human characteristics?

We think they do except when they don't, but even when they don't, we think they do!

What's Galleon's background?

Writing speeches for Ron Reagan!

What's your friend doing with Greasy?

He's communicating with her through a Mind-Melt! He has unusual powers!

But he's blowing in her ear!

He's also kind of kinky!

I've taught Gorge and Greasy everything they know!

Then you're aware Greasy is pregnant!

...everything except birth control!

What's more, Gorge is denying he's the father!

It's true! Whales do have human characteristics!

SAVE THE WHALES SO THEY CAN SAVE US LATER!

HUG A WHALE

I feel you're hiding something from me, Jim!

Okay, I'll level with you! I command a space-ship in the 23rd Century, which has returned through time to save Earth from extinction!

What a relief! I thought you were going to tell me you were married!

I couldn't get the plexiglass for the whale tank unless I gave the dealer something in return!

What did you give the guy?

Two phasers, a case of photon torpedoes, a Romulon torture kit and free passes to the April 2288 Guron Film Festival!

Good, just so long as you didn't blow our cover!

Let's mess around Jim! How about it—my century or yours?

Why me? Surely there are available men here!

Men! Here?! In San Francisco!

We've beamed the whales aboard! Take her up Mr. Sumu!

I'll try! But the weight may be a problem!

The weight of the whales?

Of Mr. Spott! Have you seen his waistline? He's a house!



Wow! It's amazing! Absolutely, truly amazing!

Amazing that we successfully journeyed back in time and then returned?

No, amazing that we spent all that time in San Francisco and heard only two bad gay jokes!

Schlock, you are not accused! You do not have to stand there with the others.

I want to be with my friends!

Very well! You are all accused of mutiny and treason! The penalty for these crimes is death by hanging—after being shot!

Mr. President, I said I wanted to be with my friends. May I join them? They're sitting over there!

Admiral Quirk was demoted to Captain and given back his spaceship!

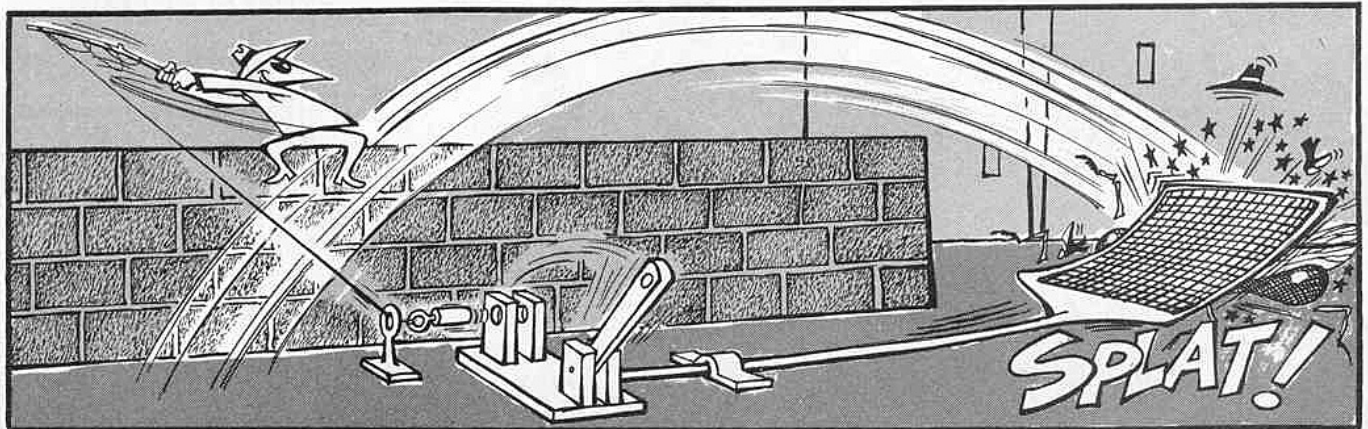
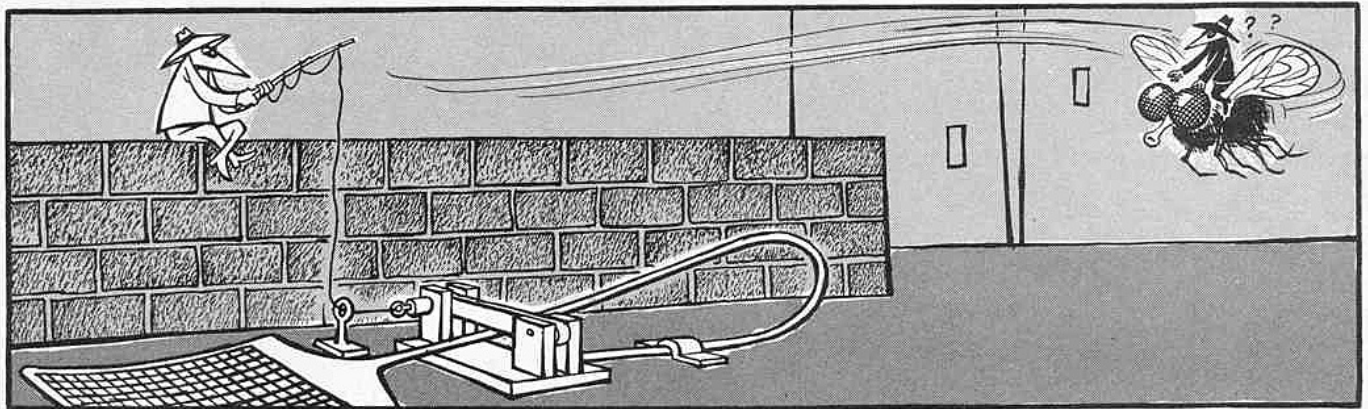
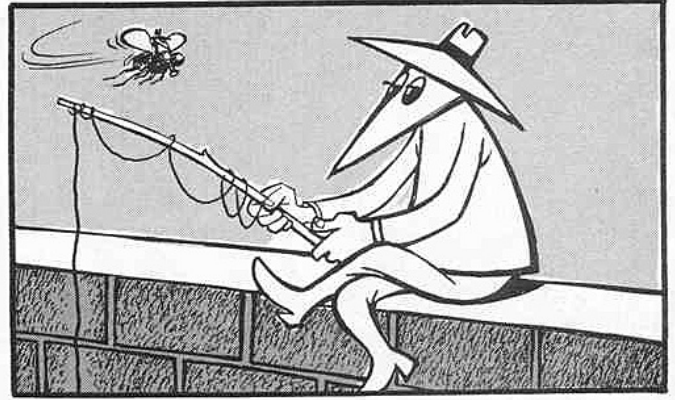
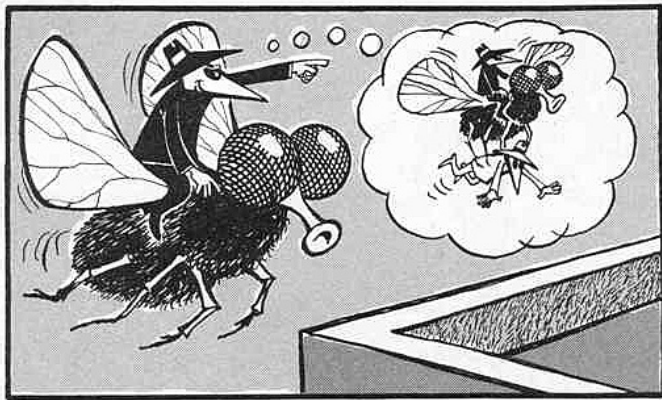
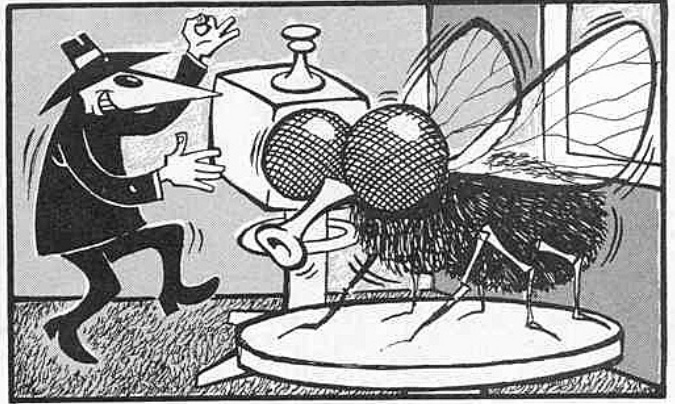
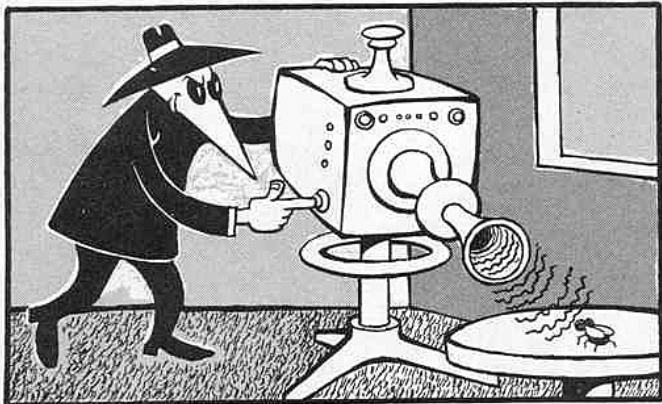
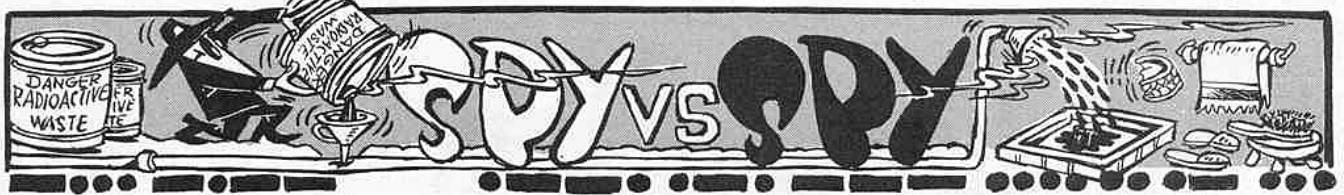
Too bad they didn't demote him to private, he could have gotten the whole fleet!

Although they found us not guilty, do you realize that by allowing a woman of 1987 into the 23rd Century, we violated one of the basic laws of time and space?

Yuhuhu, how long are you going to allow these space cadets to run your life?!? Let's stand up to these sexist pigs and demand our rights as women!

I see what you mean, Schlock! Next sequel, Galleon goes back!

YENTAPRISE



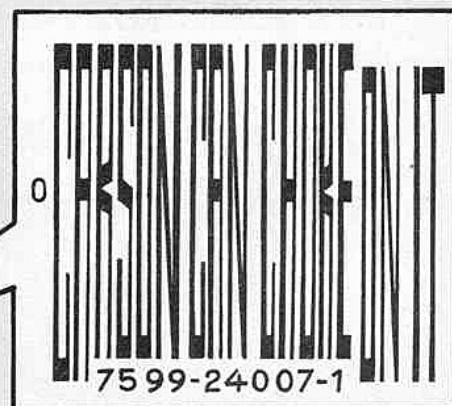
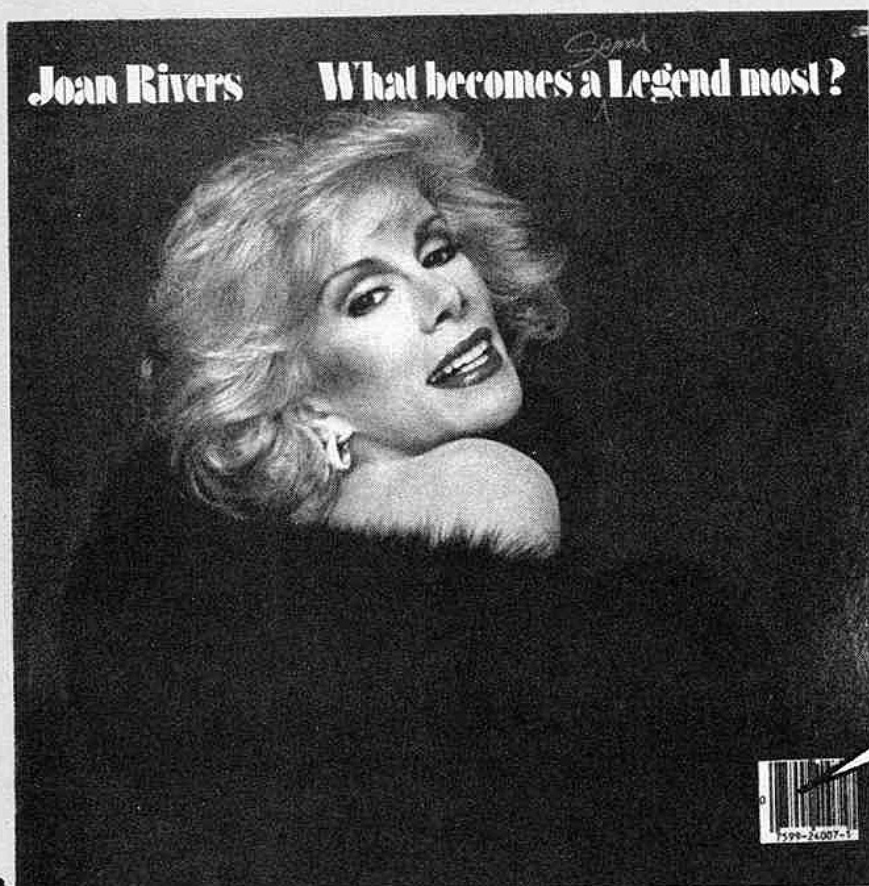
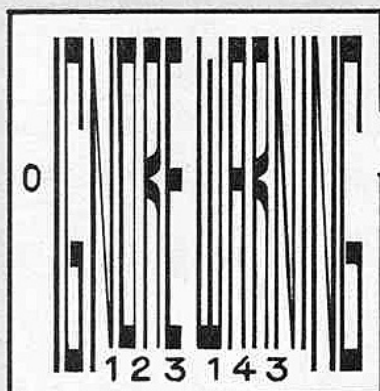
CATCHING A BAD CODE DEPT.

You probably know that UPC symbols are required for most products. But did you know that some companies are making plans to use the UPC symbol as a propaganda tool? Well, to dis-

SNEAKY U

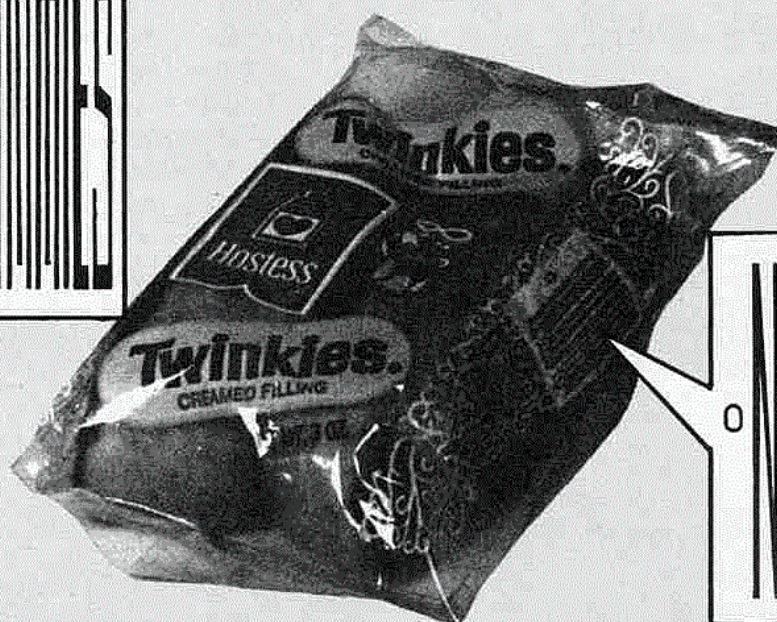
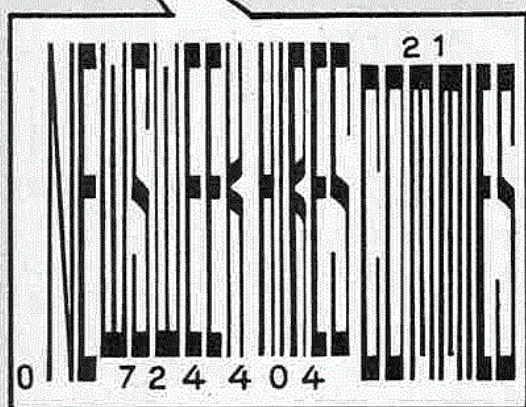
ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



cover what lies in store for the unsuspecting consumer, simply tilt these pages at eye level and prepare for a shock! Then look very closely and you'll get a preview of these...

PC SYMBOLS



Are you tired of getting Cs and Ds on your school papers? Wouldn't you rather get A+, like the kids who take the time to study do? You can! It's simple! Getting an A+ has little to do with how much you know, and a lot to do with how much baloney you can dish out to please your teacher! Confused? You won't be once you read the following genuine examples that comprise...

THE BROWN NOSER'S GUIDE TO WRITING A+ SCHOOL PAPERS

ARTIST: BOB CLARKE

WRITER: TOM KOCH

THE SURE-FIRE A+ BOOK REPORT

"The Legend of Sleepy Hollow" is a little noan piece of litterchure that might have remaned unnoan if Miss Fennery hadnt noan to assign it, thereby making it noan to all of us.

The imagry, caracater development and verbs were all neat, especialy in the middle part which a lot of students skip over, but I didnt. The ending was good too, which I read clear up to the last word noaing that Miss Fennery wouldnt have assigned us litterchure that nobody would otherwise read unless the ending was as good as the rest of it.

THE SURE-FIRE A+ ENGLISH COMPOSITION

I spent my summer vacasion at my Mom's brother who lives near Peoria's farm, where I wandered (as Wordsworth so apply put it) "lonely as a cloud that floats on high o'er vales and hills."

I thought at the time that I never would have known how I was wandering if Miss Neebler hadn't braudened my mind last semesser by exposing me to Wordsworth.

I also helped my Mom's brother with the pigs, but I liked thinking about Wordsworth better, which makes me glad to be back at school taking English III because Miss Neebler may expose me to Wordsworth again this semesser.

THE SURE-FIRE A+ HEALTH & HYGIENE ASSIGNMENT

For my indavigil home workout program, I got 2 bricks and lifted them all year so I could develop my upper body mussels to look like Mr. Nance, whose torsow always buljes out of his T shirt real terific during calusthetics.

I lift the bricks 20 times a day and havnt missed even once because I keep thinking how all the girls (and some of the guys) go ape over Mr. Nance's upper torsow. Also I want to have healthy biseps and pecoral mussels to lead a healthy life. But mostly I want to have a sexy upper torsow like Mr. Nance.

THE SURE-FIRE A+ CHRISTMAS PROJECT REPORT

As my Christmas projeck for extra credit, I and Wanda Schimmer decorated the Teachers Lounge for Christmas. Wanda did it mostly to get a good grade for the semester which is why she told everybody she was doing it. I didnt tell nobody excepting my folks and some good friends and now in this report. Mostly I did it because I feel overcome by niceness at Christmas time.

I put all the colored jelly beans and cookies with sprinkles under the tree as my part of the projeck Wanda only hung isickles on the bottom branches as her part which is why it's not my fault that there werent enough isicles.

THE SURE-FIRE A+ SCHOOL NEWSPAPER ASSIGNMENT

Sparked by Faculty Advisor Merle Badwey's rousing words of encouragement, our Blue & Gold basketeeers upset the Nixon High Polecats last Friday, 71-67. Later, in the victorious dressing room, Mr. Badwey told your reporter that he felt the pre-game pep talk was his best of the year, and had been modeled after Napoleon's speech to the French Army in 1814.

Mr. Badwey was an all-state debater at South Central in his undergrad days, and proved Friday that teaching without notes has kept him in shape.

Another good performer against Nixon High was Slats Gander who scored 43 points.

THE SURE-FIRE A+ SOCIAL STUDIES ESSAY

Choosing a toptic for this paper, I chose the role of school teachers and other opressed minorities in our Democratic society.

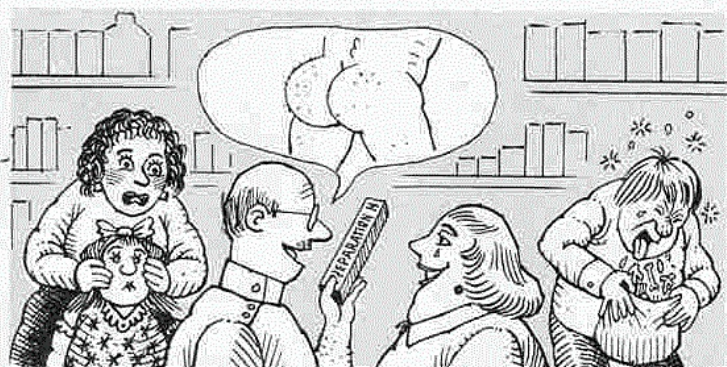
First, I read a lot of books about the Cominists and other foreiners who probly treat their school teachers even worse than we do.

And that was my finding. The more barbearian a country gets, the less it probly pays its school teachers. We should lern from the examples I read about in all those books and save Demacrasny by paying our school teachers a living waige. Or else we'll lose our Demacrasny to the Cominists like what happened in Cominist countries.

Are you one of those people Madison Avenue ad-men dream about? Drool over?

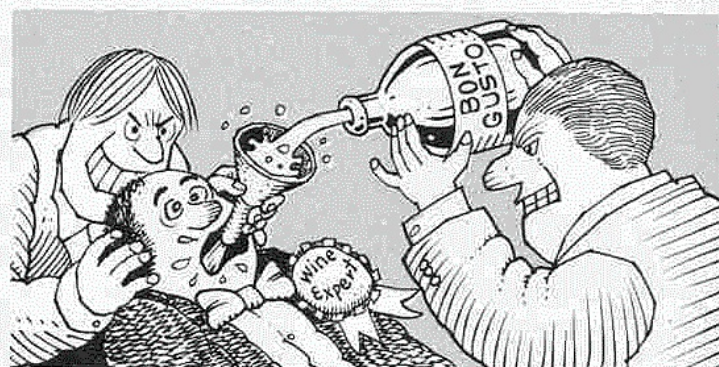
MAD'S ADVERTISING

ARTIST: AL JAFFEE



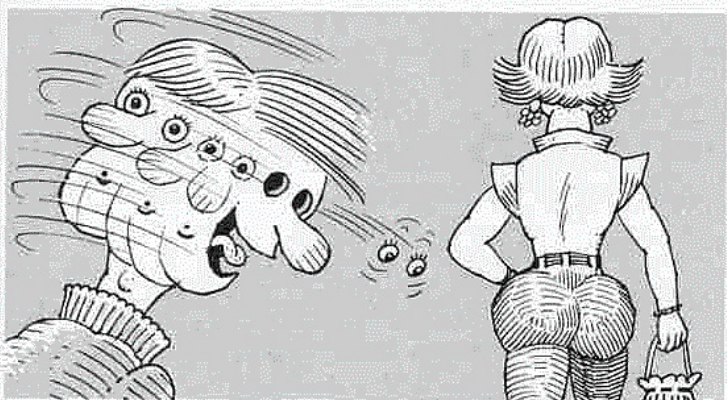
1) Do you believe that people in the real world would carry on a 30-second conversation about hemorrhoids in a crowded drug store?

☐ YES ☐ NO



2) Do you believe that those "respected wine authorities" would continue to be respected if they really did recommend a \$2.98 California wine to their friends?

☐ YES ☐ NO



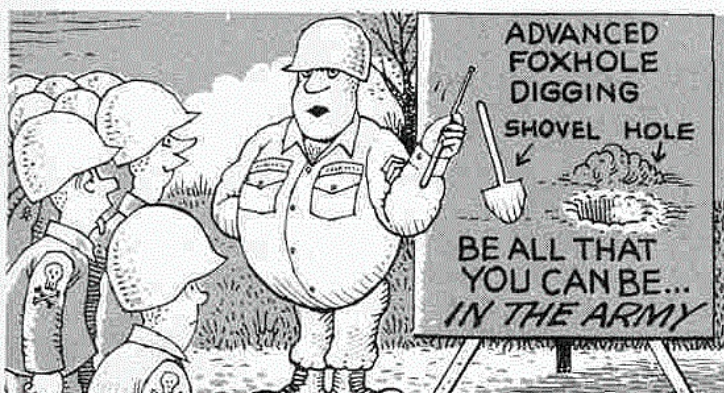
5) Do you really believe that it's the designer label on the backs of jeans that are attracting all the attention?

☐ YES ☐ NO



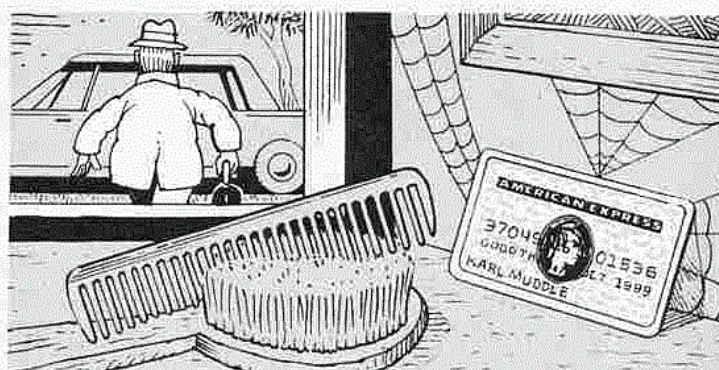
6) Do you wholeheartedly believe that anything labeled "100% natural" must be good for you?

☐ YES ☐ NO



9) Do you actually think the military offers the best career training for future civilian life?

☐ YES ☐ NO



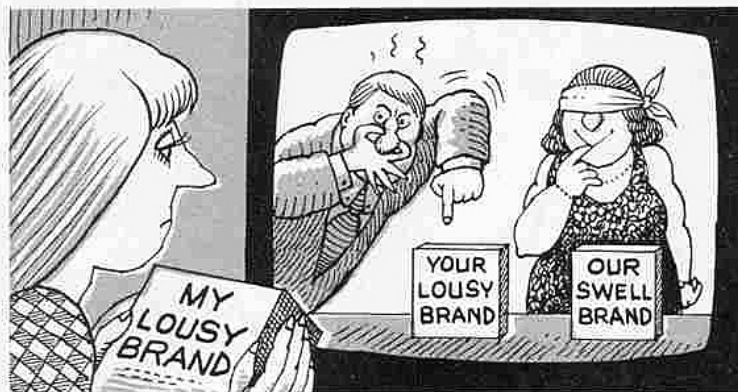
10) Do you think nothing terrible can happen to you just because you remembered to leave home with your American Express Card?

☐ YES ☐ NO

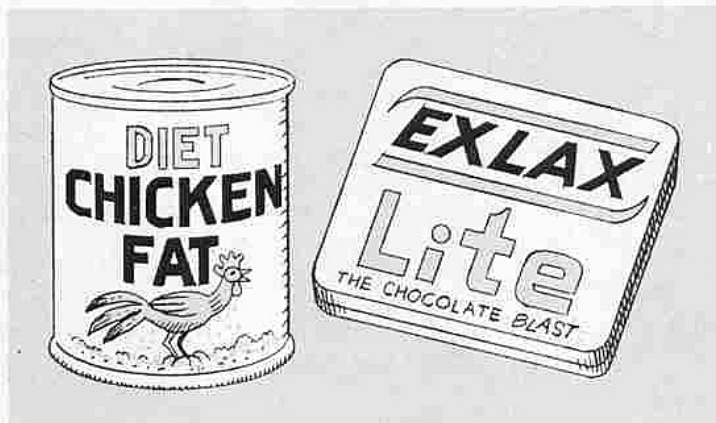
Here's your chance to find out just how easy a mark you are by taking...

GULLIBILITY TEST

WRITER: MIKE SNIDER



3) Would you truly be surprised to find some soap suds in your kid's clothes right after you washed them? ☐ YES ☐ NO



4) Would you buy anything just because it has the words "DIET" or "LITE" on it? ☐ YES ☐ NO



7) Do you believe that the only thing stopping a beautiful woman from finding an absolute nerd "irresistible" are "fresher breath and whiter teeth"? ☐ YES ☐ NO



8) Do you take Bob Hope's advice on motor oil even though he hasn't driven or cared for a car in over 40 years? ☐ YES ☐ NO



11) Do you believe "squeezability" is the definitive test for determining the quality of toilet tissue? ☐ YES ☐ NO

SCORING

Tally up all your "YES" answers.

- 0-2 LOW GULLIBILITY** Go forth and watch commercial TV without fear!
- 3-5 AVERAGE GULLIBILITY** Try and "keep your guard up" a little better. No more \$50 jeans!
- 6-9 HIGH GULLIBILITY** Never shop alone; get the advice of three friends before you buy anything!
- 10-11 FIRST-CLASS SUCKER** But all is not lost—if you ACT NOW and sign up for our at-home Anti-Gullibility Correspondence Course. ONLY \$695.99. Mastercard and VISA accepted.

INSOMNIA



BERG'S-EYE VIEW DEPT.

THE LIGHTS

CONTENTMENT



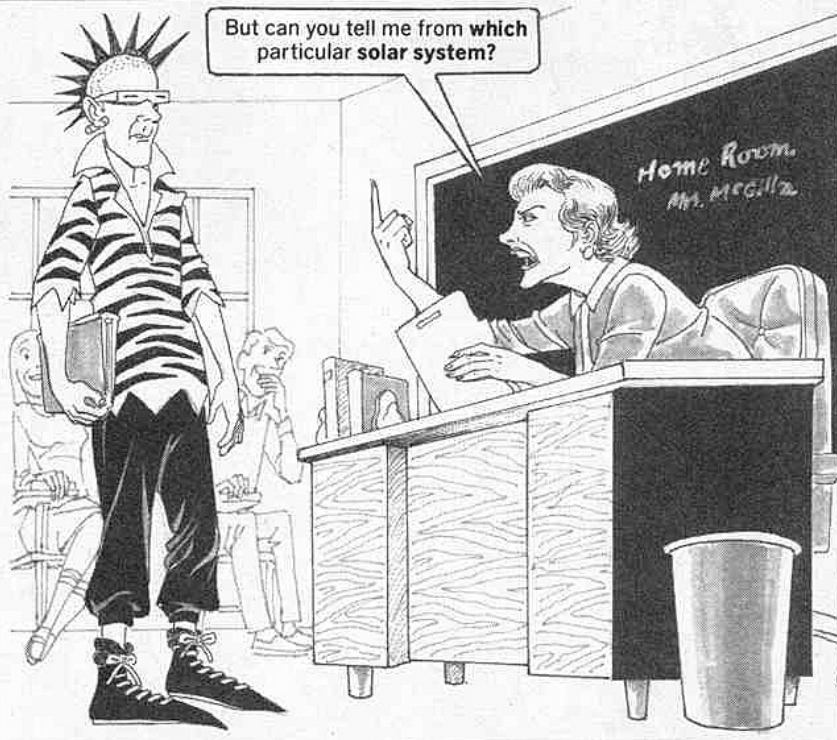
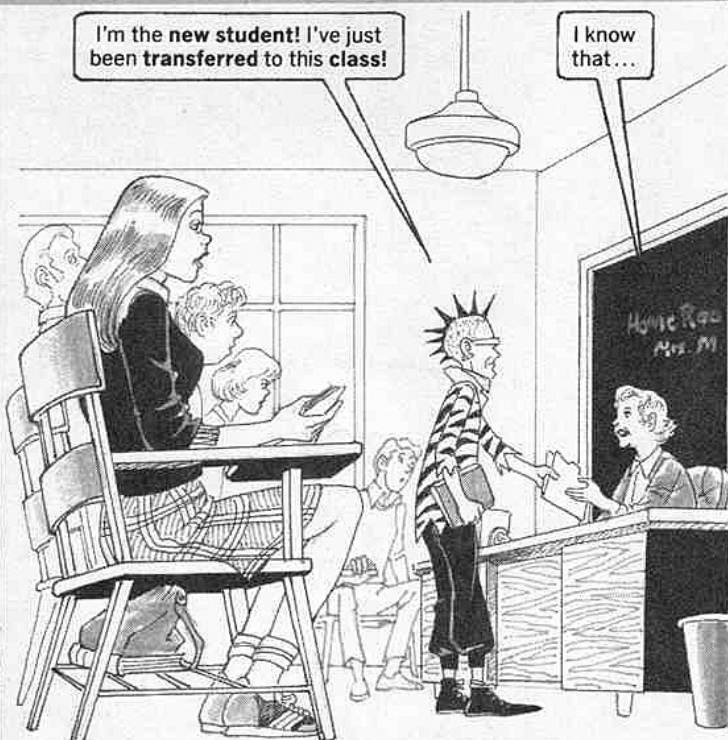
GARDENS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

RECOGNITION



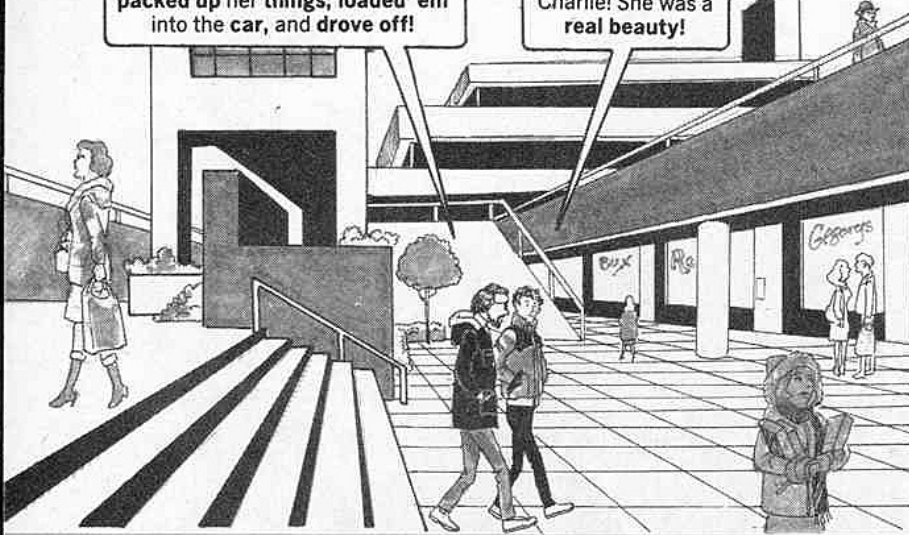
SEPARATION



Man, am I feeling low! Candace packed up her things, loaded 'em into the car, and drove off!

Gee, that's too bad Charlie! She was a real beauty!

I'll say! And I just had her tuned up and waxed! Man, I loved that car!



THE TELEPHONE

Sandy? This is Meg! I've gotta make this a really quick call before my parents get back...

...in about an hour or so!



HI TECH

This gadget's wild! It's a key chain that's impossible to lose! All you do is whistle and it sets off a beep so you know exactly where it is!

That is remarkable! Where'd you get it?



COMPUTERS



Teddy, you really look exhausted!

I am, Mom! Today I worked three straight periods in the computer room, staring at that screen! I gotta relax for a few hours!



TAXES

Hmm, I don't know if I should use the short form or the long form...

What's the difference?

Well, with the short form, the government gets most of my cash...

With the long form, my accountant gets most of my cash!



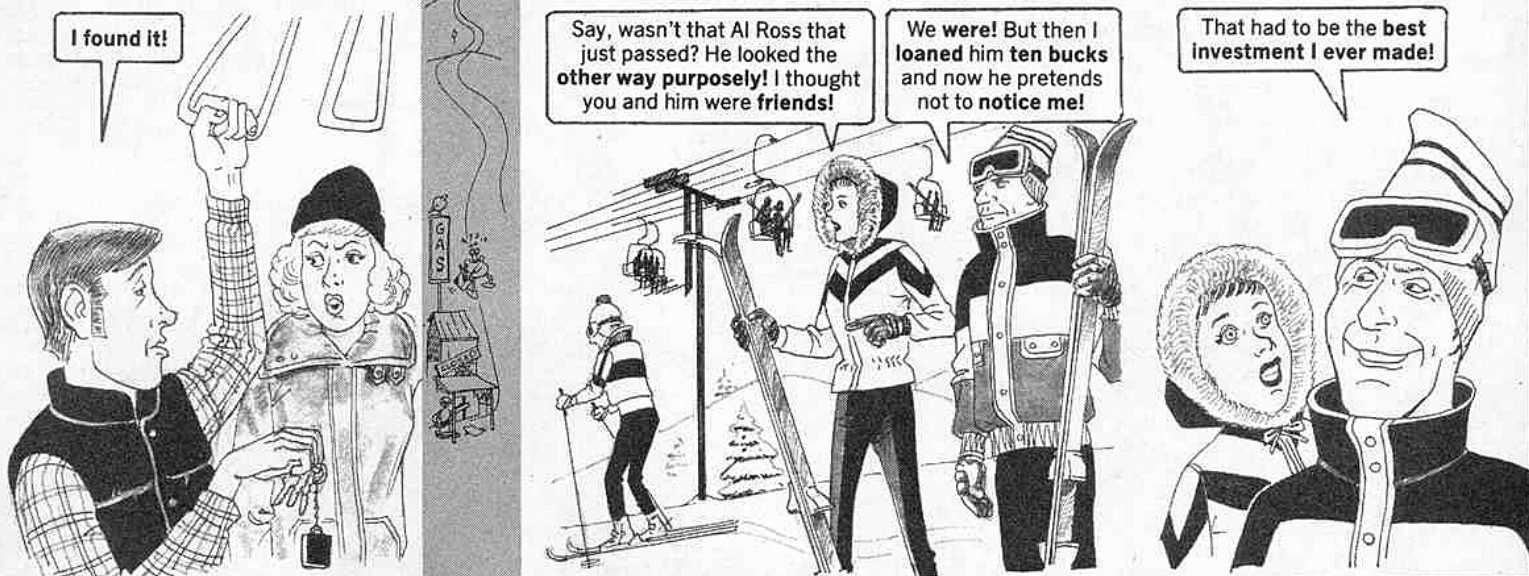
BORROWING

I found it!

Say, wasn't that Al Ross that just passed? He looked the other way purposely! I thought you and him were friends!

We were! But then I loaned him ten bucks and now he pretends not to notice me!

That had to be the best investment I ever made!

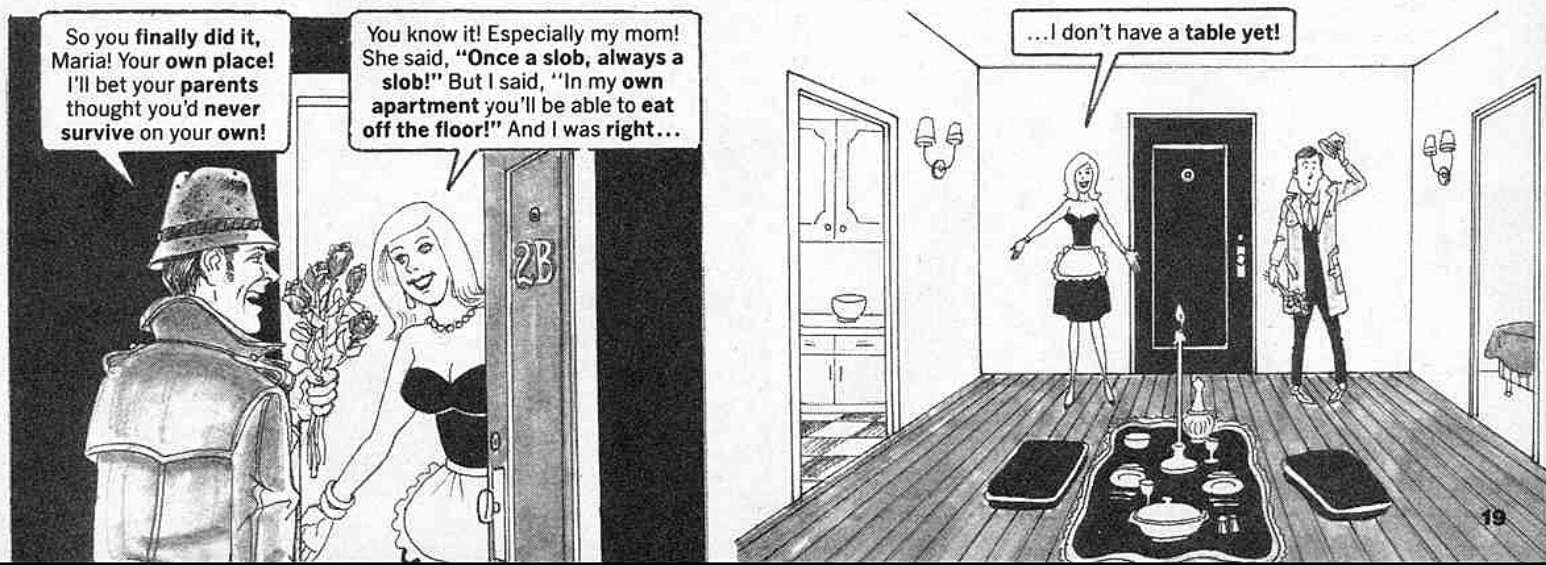


NEW APARTMENTS

So you finally did it, Maria! Your own place! I'll bet your parents thought you'd never survive on your own!

You know it! Especially my mom! She said, "Once a slob, always a slob!" But I said, "In my own apartment you'll be able to eat off the floor!" And I was right...

...I don't have a table yet!



YOUTH

Gee, Dad, that was a great overhead smash!

You think that's something? When I was your age, I beat the Wimbledon champ!

You notice, the older Dad gets, the better he used to play!

WISDOM

Listen, young lady, I want you home early tonight!

C'mon, Dad, I'm not a little girl anymore!

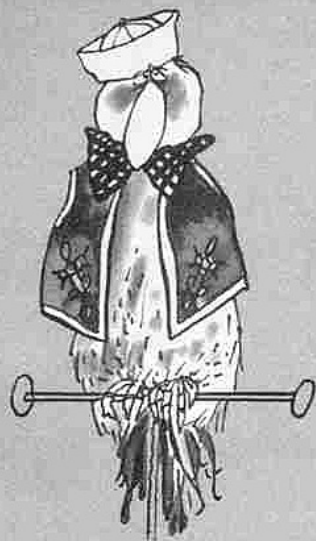
Exactly why I want you home early!

DOCTORS

Most of your problems are stress related! Stop worrying so much!

To tell the truth, most of my worries are about paying your bills!

Well, a little worry can't hurt anyone!



Best Dressed Pets

Hairpieces of Hollywood

PERI-ODD-ICAL DEPT.

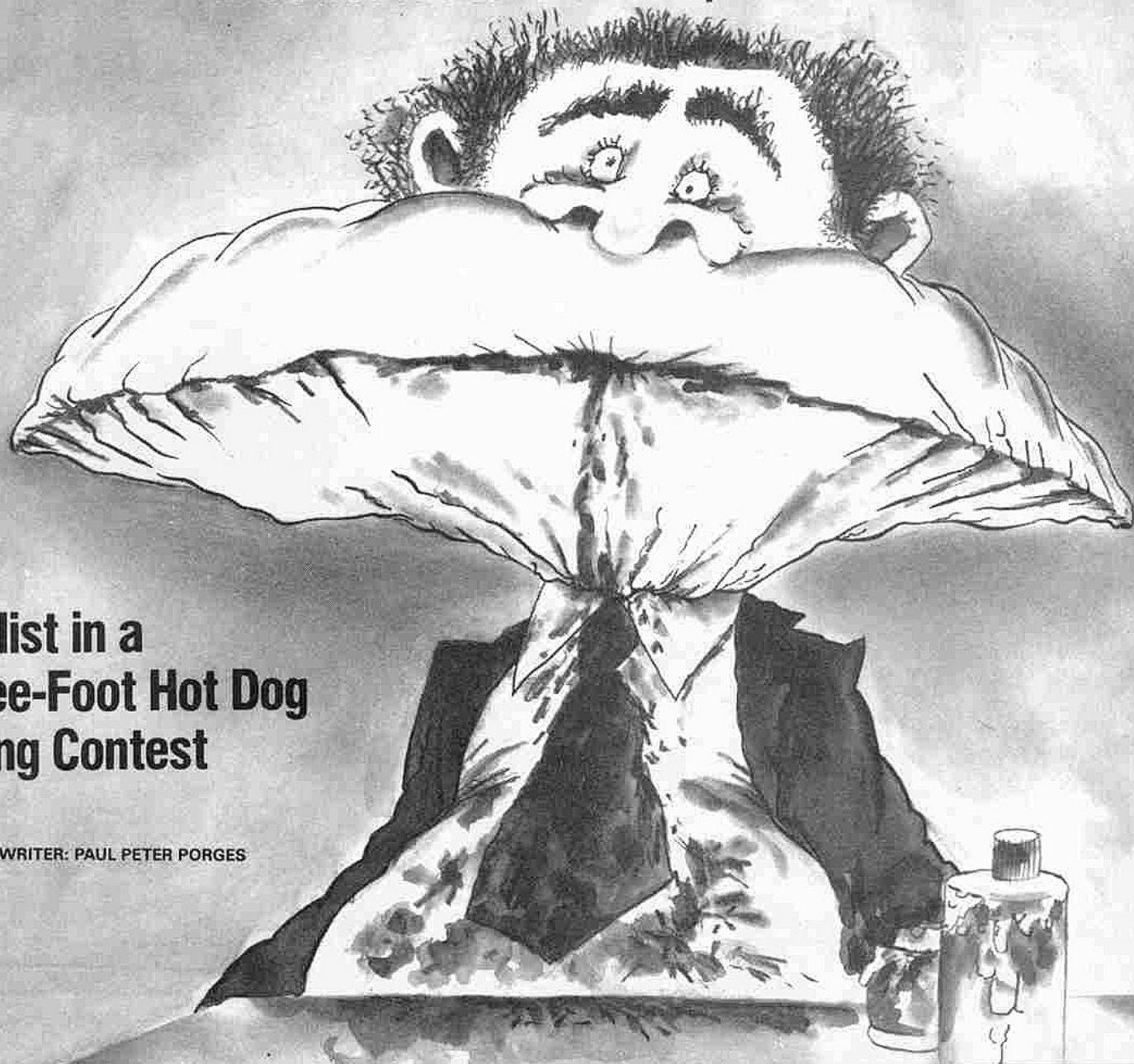
People Rejects

"All the articles that weren't fit to print!"



**Finalist in a
Three-Foot Hot Dog
Eating Contest**

ARTIST & WRITER: PAUL PETER PORGES



The TOP TEN NERDS in the NEWS

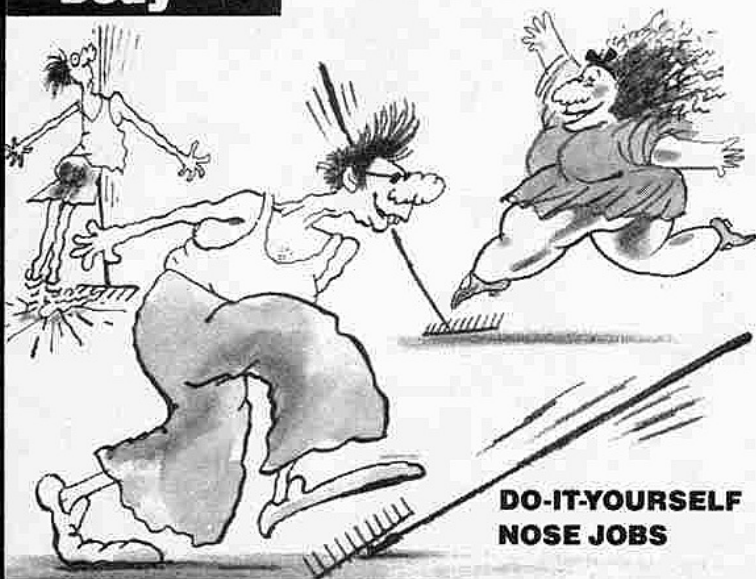
The TUBESOCKS CONTROVERSY

Music

**DRESS REHEARSAL WITH THE 217 MEMBER
WAXPAPER AND COMB MARCHING BAND OF
THE UNIVERSITY OF WEST LEIBZIG**



Body



**DO-IT-YOURSELF
NOSE JOBS**

Places



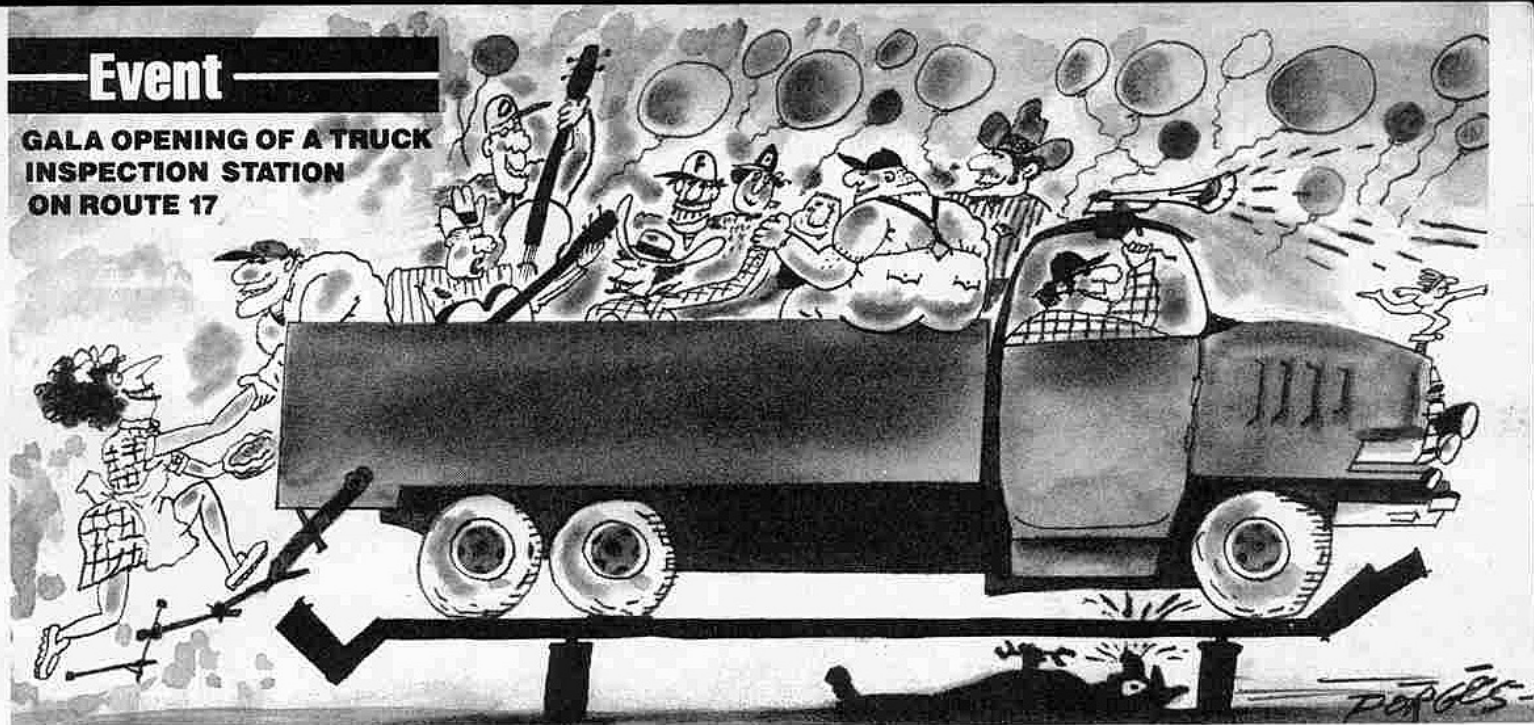
**THE ONLY FULL-TIME HOUSEPLANT
CEMETERY IN NORTH AMERICA**

Trends

**WRESTLEMANIA HITS THE
NEW YORK CITY RUSH HOUR**



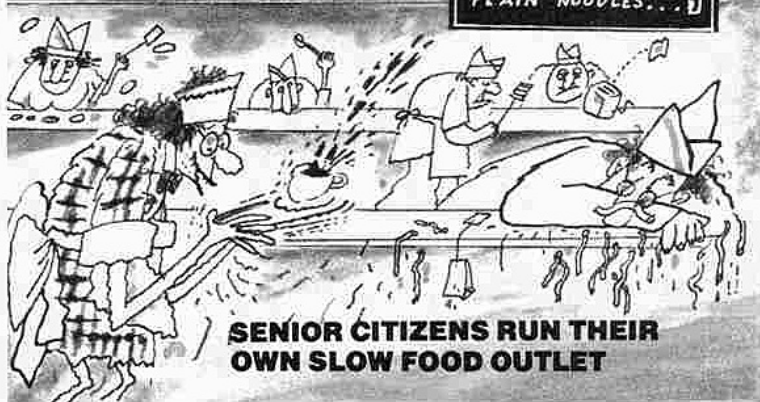
GALA OPENING OF A TRUCK INSPECTION STATION ON ROUTE 17



DOGS AND MASTERS LOOK-ALIKES



PRUNES	1
MILK & TOAST	2
OAT MEAL	11
SOFT EGG	21
PLAIN NOODLES	7



GET TOGETHER OF GUINNESS BOOK OF RECORDS LOSERS

Years ago life was easier. The most pressing problem folks seemed to face was deciding which radio program to tune in that evening. But times change. Life's complexities have gone way

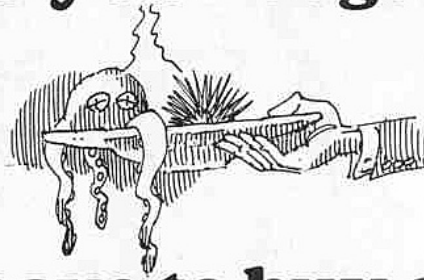
MAD'S MODERN

**Where can you buy a winter jacket the day after tomorrow?
How can you make sure the remaining pleasures don't cause cancer?**

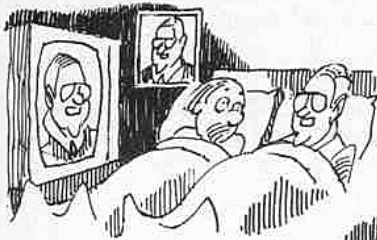


Where can you buy a winter jacket the day after tomorrow?

What do you serve your vegetarian, holistic, or gay friend for dinner?



Is it possible to make sure the remaining pleasures don't cause cancer?



Do you have to buy earrings you can't wear?

them?



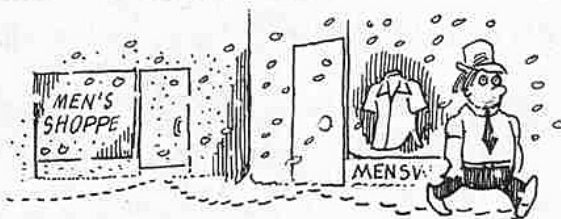
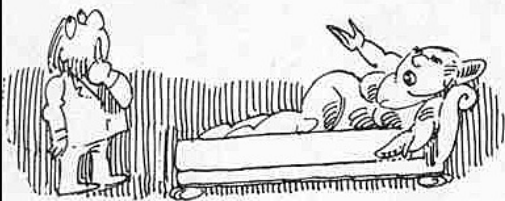
Is \$1.35 still "cheap"?

**Day card for your gay, transvestite step-father?
How can you make sure the remaining pleasures don't cause cancer?
Where can you buy a winter jacket the day after tomorrow?
How can you make sure the remaining pleasures don't cause cancer?
possible to suffer from an illness that Phil Spector**

beyond just moving a little plastic marker from the morning music show to the shadow traffic report. As baffling dilemmas appear, we find ourselves searching desperately for answers to

N-DAY PUZZLERS

y after New Years?



Which

Should you video tape your

y a watch that just tells time?



tic, new-age, buddhist, feminist, rotarian

sible to totally avoid seeing Ed McMahon?

r boyfriend will like too, so you can share



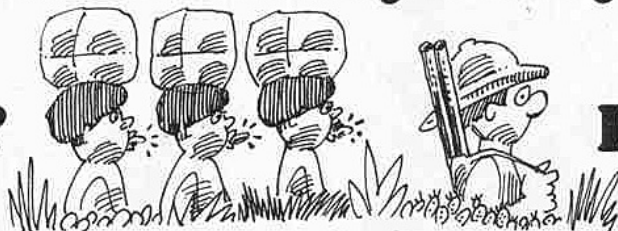
Where do you find a Mother's

her?



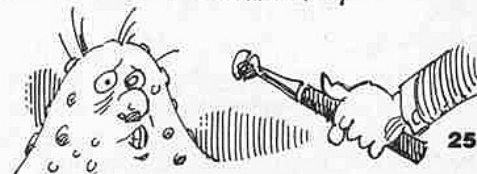
What country can you

resent all Americans?



Is it

Donahue hasn't covered yet?



In a recent issue, we presented "MAD's Record Book for Televised Sports," a collection of the pointless, needless and totally useless bits of information brought into our lives every time we watch a sporting event on TV.

MAD'S RECORD BOOK FOR

ARTIST: JACK DAVIS

MOST "WE'RE #1!" GESTURES BY A FAN AT A TELEVISED COLLEGE GAME



39, by Freshman Bill Vorp, Utah Prep, 1/9/78. (Note: this record was later challenged when Vorp admitted he was merely displaying the splint on his broken index finger, and actually considered his school's team to be #568.)

MOST DIRT SHOWN KNOCKED FROM CLEATS BY A MAJOR LEAGUE PLAYER, LIFETIME



8,927 cubic yards, by Pete Rose, 1963-1986. This feat put Rose within 15 cubic yards of the non-sports earth-moving record set by the carvers of the Panama Canal, 1908-1915.

MOST CUTE SLEEPING BABIES SHOWN ON TV DURING A SINGLE INNING



74, at Comiskey Park, Chicago, 8/7/85. This impressive mark was set when TV coverage coincided with the team's annual Quadruplets-Get-In-Free Night.

MOST GRUESOME CLOSE-UP OF AN INJURED PLAYER, COLLEGE OR PRO



Farley Puffer, Dallas, 11/2/72. Cameras zoomed in for a graphic display of Puffer's brains oozing from his ears following his "low bridge" collision with Emil "The Blender" Jones. Puffer stayed in the game, however, and scored the winning touchdown.

You probably thought that article presented everything, *EVERYTHING*, you needed to know about the subject! Well you were wrong, Gatorade breath! There's more! So now (with all due apologies to Ed McMahon), we present ...

TELEVISED SPORTS—VOL. II

WRITER: TOM KOCH

LONGEST TELEVISED TANTRUM FOLLOWING A FLUBBED TENNIS SHOT, TOURNAMENT PLAY



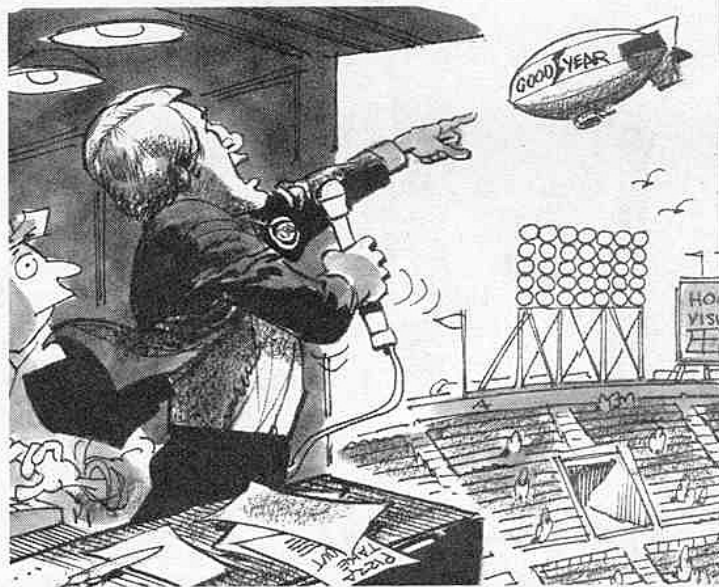
Five minutes, 51 seconds by Bjorn Bfree, 1977 Volvo-Virginia Slims-Louie's Diner Classic. After double faulting, Bfree dropped to his knees and proceeded to bang his head on the court approximately 275 times before lapsing into a coma.

FEWEST TELEVISED "HIGH FIVES" BY A BASKETBALL TEAM IN ONE GAME



One, by North Dakota Tech, 2/1/84, when team members saved their only display of jubilation for the merciful ending of their 25 to 149 loss to the Manitoba Barber College.

MOST PLUGS FOR THE GOODYEAR BLIMP DURING A SINGLE TELECAST



64 (including 37 mentions of Hank Bleen, the blimp's pilot), by Pat Summerall during the 1977 Boll Weevil Bowl game between West Arkansas P&Q and Texas Illiterate.

MOST LIFETIME PROFANITIES BY A COACH, MADE OBVIOUS TO LIP READERS WATCHING ON TELEVISION



927, by football coach Fred "Foulmouth" Fineblowzer, during the 1957-1976 seasons. Curiously, all 927 used the same word, cleverly converted into nouns, verbs, adjectives and general comments about the ref's mother.



LOOK FOR THE UNION LIBEL DEPT.

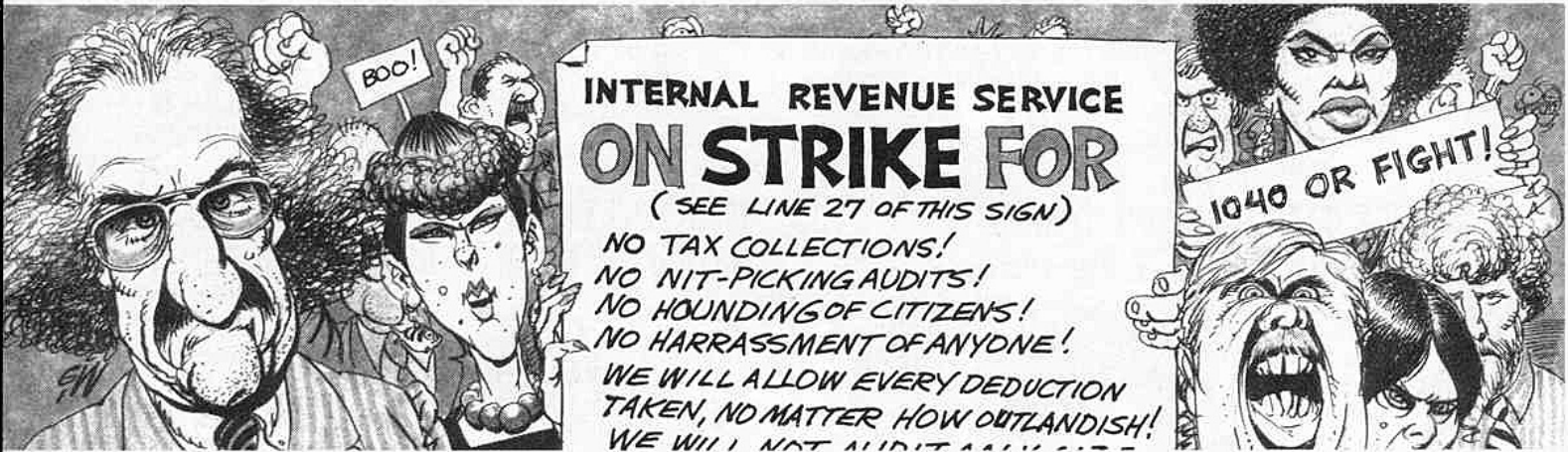
Whenever there's a strike, it's usually called by a group that we depend on for vital goods and services, like dairy workers, garbagemen or teachers. (That is, if you consider teachers vital!?) Unfortunately, the clods and bimbos who continually mess up our lives or irritate us seem to never walk off the job! It is with these annoying folks in mind that we now present the picket lines of some...

STRIKES WE' ...and nev

T.V. EVANGELISTS



INTERNAL REVENUE WORKERS



TOBACCO GROWERS



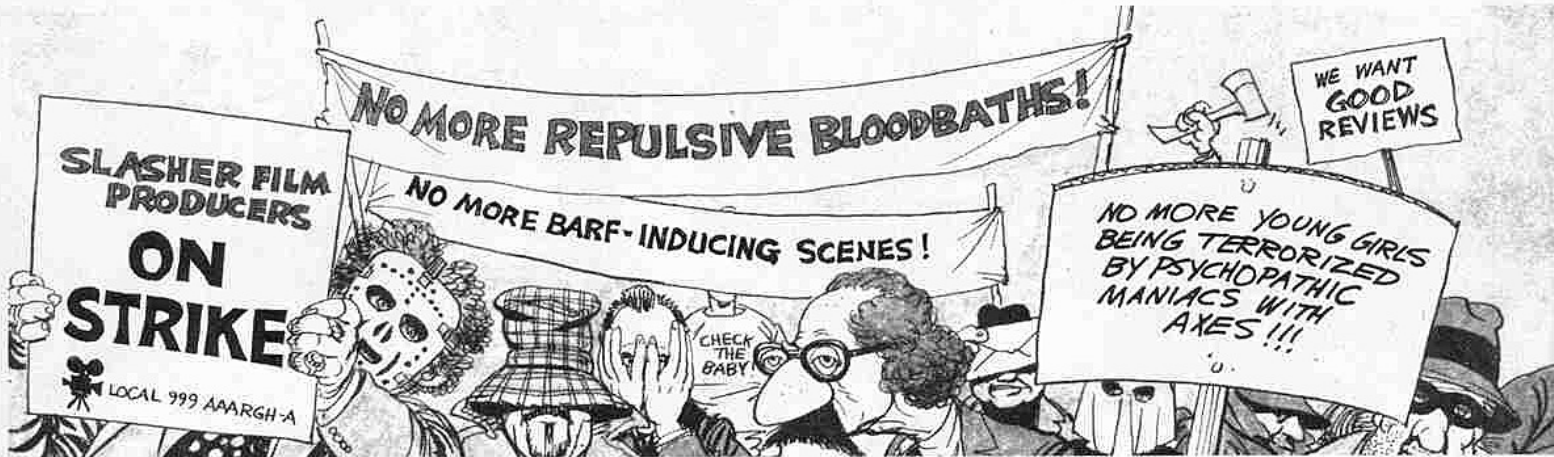
D LIKE TO SEE OCCUR er see settled!

ARTIST: GEORGE WOODBRIDGE

WRITERS: CHARLIE KADAU & JOE RAIOLA



SLASHER FILM PRODUCERS



KU KLUX KLAN MEMBERS



THE EQUAL-LIBRIUMIZER DEPT.

The statistics read that one woman is mugged, raped, or molested every 14 seconds in New York City! The solution? That one woman should move to another town—and quick! She's a loser! And speaking about losers, there's a hit TV show about a man who supposedly "evens the odds" by bringing crooks and creeps to their knees! How does he do this? With long-winded philosophical speeches! Of course, we're talking about...

Tranquilizer,
I need help!
I borrowed
\$200 from a
sleazy outfit
and now, after
three months,
they want me
to repay \$500!

Sorry,
my friend,
there's
nothing
I can do!
That's
the way
MasterCard
works!

McBore? This is Geresi,
your upstairs neighbor!
You know my daughter, the
one who whines and cries
day and night? Well,
she's been kidnapped!
Will you help me track
down who did it?

If I
do, it
will be
to give
that
person
a
reward!

Hello, Mr. Tranquilizer? This
is Granny Kvetchly! I sold my
house for cash, but I just found
out they paid me in counterfeit
money! If I go to the authorities,
they'll just confiscate that money
and I'll be left with nothing!
I'm old and defenseless and...

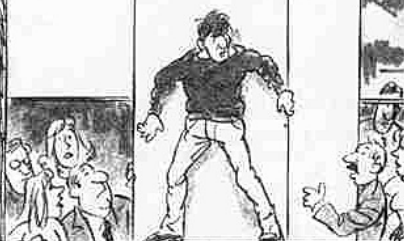
Bingo!



THE TRANQUILIZER

Enough, already! I'm taking the assignment! You qualify in the underdog and sympathy categories I require for plot lines! Besides, the city is unfortunately quiet today, crime-wise!

...and I'm not in the best of health, and I'm afraid for my life and...



CIGARS
CIGARETTES NEWSPAPERS



Granny Kvetchly? McBore here! I'd like to talk to you further about this case! Meet me in the lobby of the Empire State Building!

Gosh, that's so far for me to travel! I'm at a boarding house in the Bronx! Isn't there somewhere closer we can meet?

Okay, then let's make it the plaza at the U.N.! You see, Granny, the problem is that we make the people of New York City look so bad with all the heartless crime we depict, we have to show some scenic spots or we'll lose our permit to shoot on location in this cesspool!



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Please tell me exactly what happened, Granny! And talk slowly so we can scan the sunset skyline...

Well, originally I didn't want to sell my old four-story house on Park Avenue, but these nice gentlemen offered to buy it from me for cash—a lot of cash! \$2,000 to be exact!

\$2,000 for a four-story house on Park Avenue?

I know it's twice what I paid for it in 1929, but doubling my investment isn't illegal, is it, Mr. Tranquilizer? And they were such nice gentlemen, Mr. Guido the Geek and Mr. Bruno the Bruiser...



You didn't realize the money was counterfeit when they handed it to you?

My glasses were broken! One of the gentlemen, Mr. Geek, sat on them accidentally!

You had left them on a chair?

No, I was wearing them at the time!

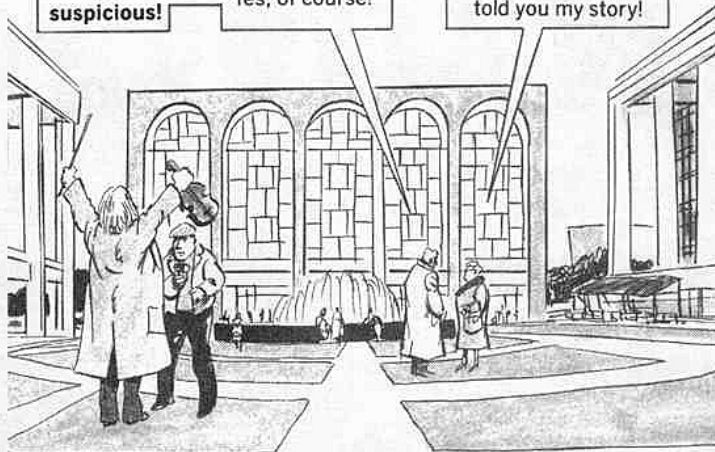


Hmm, that sounds a bit suspicious!

Will you help me, Mr. Tranquillizer?

Yes, of course!

Thank you! Now I'd like to go home! I'm exhausted from covering 55 miles of scenery while I told you my story!



You won't do anything silly, Granny Kvetchly, will you?

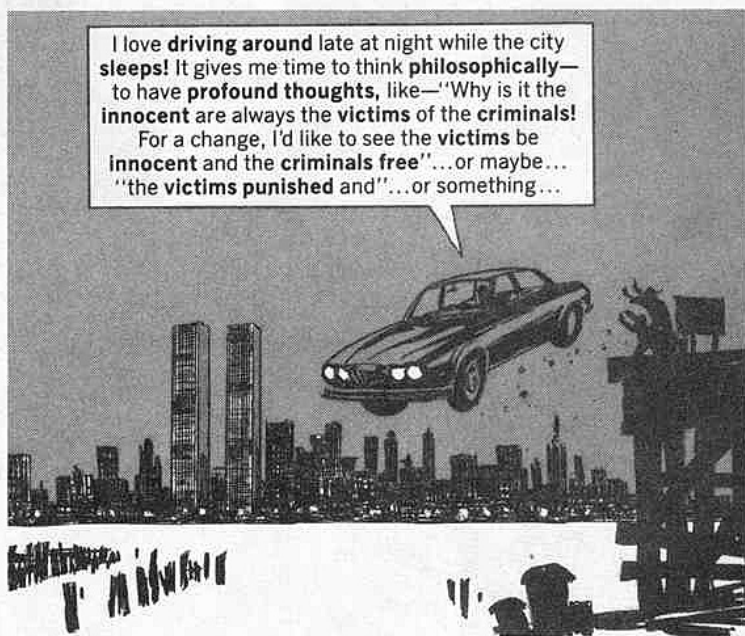
Well, violent revenge did enter my mind!

Leave the violent revenge to a pacifist like me!

All right then, I'll stop knitting myself a gun!



I love driving around late at night while the city sleeps! It gives me time to think philosophically—to have profound thoughts, like—"Why is it the innocent are always the victims of the criminals! For a change, I'd like to see the victims be innocent and the criminals free"...or maybe... "the victims punished and"...or something...



Why do you come to me for help, McBore? Why don't you go to CONTROL, that super-secret agency you work for?

Because I've left them! CONTROL had too many stupid rules, like staying within the confines of the law and other such nonsense! I'm on my own now, free to administer pain and death to those who act with violence and rage! I'm definitely out of CONTROL!

POLICE HEADQUARTERS

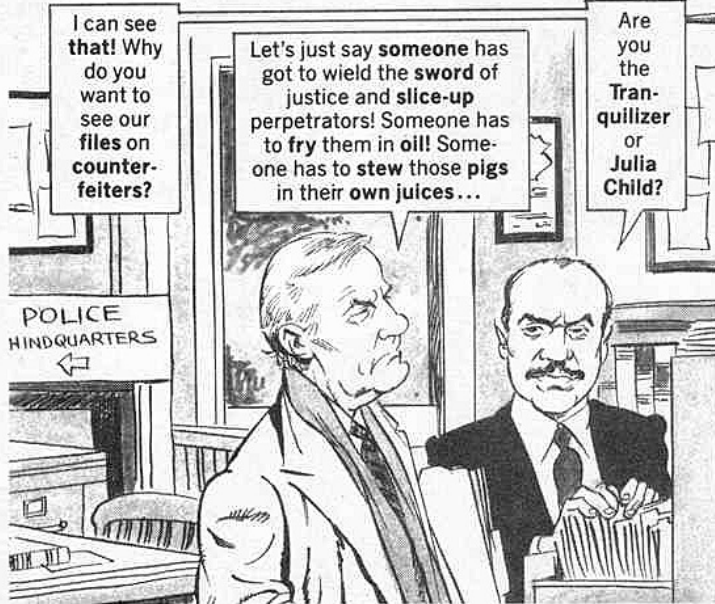


I can see that! Why do you want to see our files on counterfeits?

Let's just say someone has got to wield the sword of justice and slice-up perpetrators! Someone has to fry them in oil! Someone has to stew those pigs in their own juices...

Are you the Tranquillizer or Julia Child?

POLICE HINDQUARTERS





If you won't help me, Detective Brawl, I'll have to use my undercover contacts!

How come you have contacts that can find terrorists, mercenaries, kidnappers, and counterfeiters?

Are you kidding? In this city, just look in the Yellow Pages! Crime here isn't only organized, it's organized alphabetically!

It's time for more profound thoughts, like, "To find slime, you have to be in slime!" Hmm, I'll look up an old informer of mine, Scott Moger! He's now involved in the worst kind of slime—politics!

Sorry, McBore, I don't know any counterfeiters operating around the city at this time!

Hey, Mack, this \$20 bill is a fake!



Whatta ya mean it's a fake?

Spiro Agnew isn't on a \$20!

So here's a Nixon \$30! Gimme my change!

Here... a Carter \$5, a Ford \$9, and a Prince \$3!

So you're holding back info, Scott! I expected better of you! Don't forget our past—the time you were lost in the jungle and I fought off the enemy to save your hide...

That was 45 years ago! We were Cub Scouts and it wasn't the jungle—it was Central Park! You fought off my mom!

Well, you must admit, my version is more interesting! Besides, your mom was tougher than a lot of the creeps I fight today!



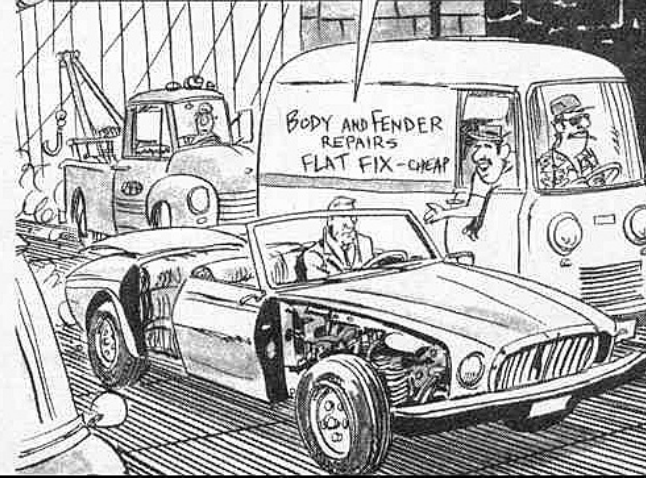
Why are you protecting those rotting pockets of humanity? You may think counterfeiting doesn't damage the fabric of society, but it tears at the seams of decency! We'll be caught with our pants down if we don't belt them...

Are you the Tran-
quili-
zer or
Ralph
Lauren?

As Lamont Cranston once said, "The weeds of crime bear bitter fruit! The Shadow knows!" Or, to put it another way...

Okay, okay! I'll trade you all the information you want if you'll shut up for one full year!

What has happened to the pursuit of perfection? Is nothing made well anymore? Just look at this expensive car—it leaks like a sieve! I'd better check my phone messages...



McBore, we've got the old lady and we're torturing her! Okay, Bruno, make her scream...

Okay, Granny, now I'm going to play tapes of McBore's speech four shows ago...

Please, no! Stop this inhumane torture!

What are you doing to that poor lady? Stop it at once or live to regret it, for as Aristotle once said...

Hold it right there, McBore! One torture at a time! We want your word that you won't try to track me and Bruno down!

A man's word is his bond! He must take stock of his investment in saving those who trust in him, who bank on him to check his leads and balance his...

Who is this, the Tranquillizer or E.F. Hutton? Agree to our demands or the old hag loses her interest—in living!



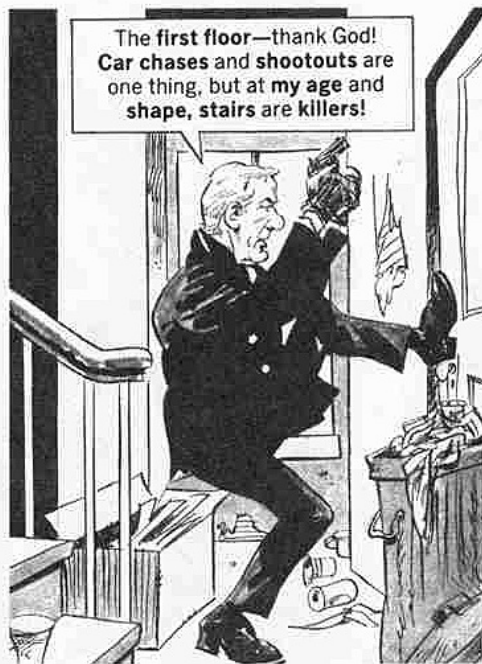
I've traced a call to this building! Which apartment belongs to Guido the Geek and Bruno the Bruiser?

They're on the first floor, in the back!

SUPER



The first floor—thank God! Car chases and shootouts are one thing, but at my age and shape, stairs are killers!



Let her go! Counterfeiting was bad enough, but now you've added granny-napping to the charges against you, Guido!

The granny-napping is your crime, McBore! Your speeches made her catatonic!



How can I ever thank you, Mr. Tranquillizer? I know you never charge the poor for your services...

I'm making an exception this time, Granny! Someone's got to pay to get my car restored and you're it! Ten grand, please!

Okay, lady, better give me your purse!

Not so fast, punk! I'm going to...

Not so fast, Tranquillizer! I was here first! I'm Bernhard Goetz and this punk is mine!

Cool it Bernie, and you too, McBore! I was doing this act in "Death Wish" before either of you, so I'm gonna waste this punk!

I can't believe this whole nutty scene! Nowadays, we've got more trouble with these vigilantes than the punks!



THE BRUCE SPRINGSTEEN SONGBOOK

FOLLOW THE
BOUNCING
BOSS DEPT.



SING ALONG TO
SOME OF YOUR
FAVORITE BRUCE SONGS—
AS SUNG BY “FRIDAY
THE 13TH’S” JASON
AND OTHER OUTSTANDING
AMERICANS!

TINKLING FOR THE DOC

(sung to the tune of "Dancing in the Dark")

I'm a whiz in the in-field—
Ev'ry...game...I'm ready to play;
Make more money than Win-field,
And I'm worth ev'ry dollar they pay!

Ain't...no drugs in my sys-tem;
There's nothin' stronger...than so-da pop!
Still they test...me—
An-a-lyzing each lit-tle drop!

They say, "Fill...that...bot-tle!"
Even though I'm thinking...it's all a crock—
"Fill...up...that...bot-tle!"
Ev'ryone is TINKLING FOR THE DOC!

I was an All-Pro play-er;
Now that I'm hooked, there's no place to run!
Looks...like I don't have a pray-er—
When they see...how I'm makin' Number One!

'Cause now...they're plannin' to test...me,
I'm afraid that my fut-ure...could be in doubt!
They'd ar-rest me
If the awful damn truth comes leaking out!

If I fill...that...bottle,
All those fans who love me...will be...in...shock!
Please dump...that...bot-tle!
God forbid I'm TINKLING FOR THE DOC!

I'm a big pro hoop stuf-fer—
Hustlin' like crazy...all over the floor;
But, golly, I surely do suf-fer
When they say, "Put out a little more!"

'Cause now...I'm in a real pick-le—
Hell, even though I'm certain...that I'd...test...clean;
Just...a...trick-le!
So tomorrow I'll repeat the whole routine!

They say, "Fill...that...bot-tle!"
Then they'll cert-i-fy me...a drug-free jock!
I squeeze...that...bot-tle—
Praying I'll be TINKLING FOR THE DOC!



I'M FOR HIRE

(sung to the tune of "I'm on Fire")

Hey, Mr. Adman, just look at me!
I'm the top-rated star who's on prime TV!
Uh, huh...I can smell a buy-er!
Ooh, ooh, ooh—I'M FOR HIRE!

Ev'ryone knows that I'm squeaky-clean,
And you'll never find me comin' off obscene—
Uh, uh...not like Rich-ard Pry-or!
Ooh, ooh, ooh—I'M FOR HIRE!

I'm a whiz with Jello pudding and with E.F. Hutton stocks;
And I could do as well with Maidenform and Midas shocks!
I'll pitch Charmin', Alka-Seltzer, Coppertone, and Mister Clean,
And I've time for Preparation "H" and Lister-er-ine—
Not to ment-ion...Oscar May-er!
Ooh, ooh, ooh—I'M FOR HIRE!

Call me soon—Goodyear Tire,
Ooh, ooh, ooh—I'M FOR HIRE!



COLOR THEM

(sung to the tune of "Cover Me")

Old flicks **don't work...now!**
 We've all **out-grown...them!**
Black-and-white's the pits!
 And since I **own...them—**
COLOR THEM!
That's the answer—COL-OR...THEM!
Let them holler—long as I can make a dollar,
I'LL COL-OR...THEM!

Paint **Humphrey Bo-gart—**
 Give him **red hair!**
 A **green tux-e-do**
 Suits **Fred Astaire!**
COLOR THEM!
Ev'ry shade I'LL COLOR THEM!
Gary Cooper on a purple horse looks super—
I'LL COL-OR...THEM!

Tint **Cary Grant;**
 Let's make him **black!**
 A **few** might notice,
 So there's some **flack!**

Fix up **John Wayne;**
 He needs it **bad!**
 Make **one eye blue—**
 The other **plaid!**

Who cares if the **colors...don't always look right.**
 As long as my **prof-its...are in black-and-white!**
COLOR THEM!
 Hell, yes, I'LL **COLOR THEM!**
 Let them holler—long as I can **make a dollar,**
 I'LL **COL-OR...THEM!**



GORY DAYS

(sung to the tune of "Glory Days")



They're sick of **flicks...with big name wimps...that appear**
In shmaltzy plots;
 They'd rather see **blood and guts...that puts their**
Stomachs in knots!

Yeah!
 Movie-goers love some creepy **hu-man-oid**
 Chewin' people up like they were **Snickers Bars!**
 Ev'ry time another victim **starts...to...scream**
 Then they thank their lucky stars
 For **GORY DAYS—**
 With a **but-cher knife!**
GORY DAYS—
 All providin' a **slice...of...life!**
GORY DAYS! GORY DAYS!

Yeah, I was a **cut-up** then...and my **slashin'**
Days aren't through!
 I'll make a **"New Beginning"...**and I'll **shriek**
"This blood's for you!"
 Then I'll go and **dump** the **carcass** in the **bath-tub,**
 And I'll pour in a **bucket of lime!**
 And I never will write **"The Final Chapter"—**
 I'll be **back another time**
 For **GORY DAYS—**
 That get to the **point!**
GORY DAYS—
 When I carve 'em up **joint...by...joint!**
GORY DAYS! GORY DAYS!



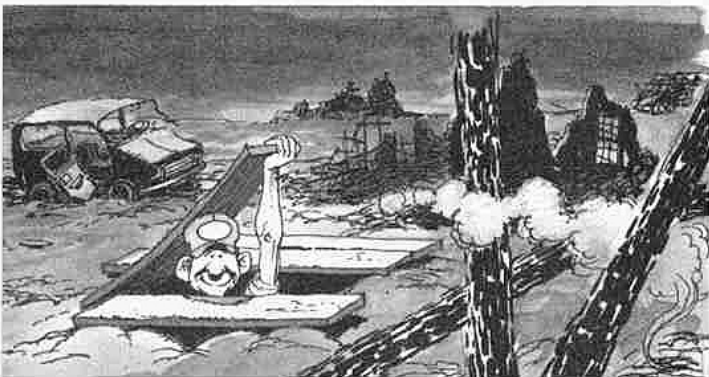
Have tobacco-spitting androids infiltrated the world of sports??? That's what stunned baseball fans believe when the Chicago Cubs actually win the World Series!



Top scientists lose their minds when they cannot explain Mona Melon's weird ability to walk away from pay phones without first checking for loose change!



A heavily medicated patient at Rex Morgan Immemorial Hospital claims that he can make a nurse appear at his bedside merely by pushing his emergency button!

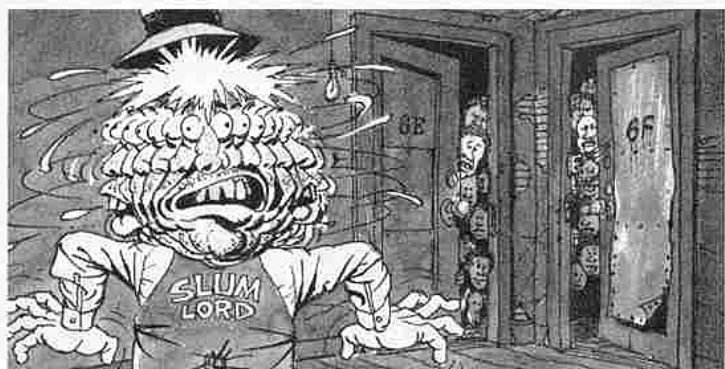


Average American citizen Kenny Falk survives a nuclear holocaust by digging a hole in his back yard, crawling in, and covering himself with wooden planks! (Adapted from a fantasy suggested by the Joint Chiefs of Staff.)

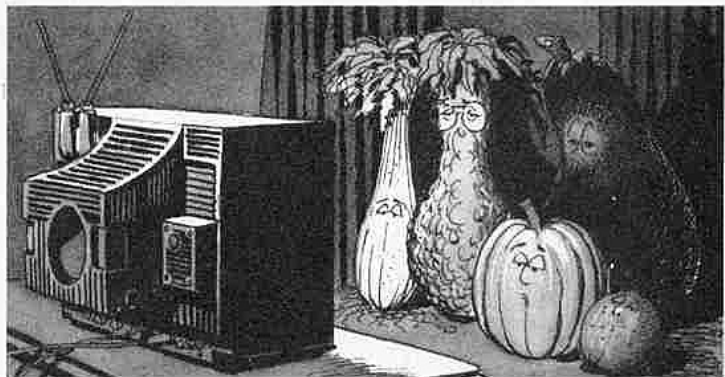
SHOW AND TALE DEPT.

You'd expect some fantastic television from the director of "Raiders" and "E.T."—but guess again! So far the most "amazing" thing about his series has been the depth of its ratings—

AMAZING STO PLOT LINES FOR ST



A Harlem slumlord is thought to be possessed by demons when he provides heat and hot water for his tenants without first being bribed, fined or thrown into jail!



Viewers suspect voodoo when television executive Leo Crapolla cancels a hit series in mid-season because "it's stupid, it completely insults our audience, and it's turning the people of Bayonne into vegetables!"

ARTIST: GEORGE WOODBRIDGE

it's dead in the water, like "Jaws"! We think it's time to help out, and we just happen to have some suggestions to make the show truly "amazing" to viewers. Join us as MAD presents:

ZING RIESG EVEN SPIELBERG



In a bizarre twist of fate, construction worker Lou "Lunchbag" Weiss actually picks up a passing girl by making loud kissing noises and gesturing obscenely!



Little Tommy Fleeber realizes that he owns "The Goldfish That Wouldn't Die" when the slimy creature fails to kick the bucket three days after he brings it home!



Doreen "Hooboy" Holland experiences "A Miracle at McDonalds" when her extra-large Coke appears to her on the countertop containing more Coke than ice!



Terrified Washington, DC residents fear that alien clones have taken over Congress after each of its members turns down a sizable bribe from the NRA!



Lottery winner Mickey Bitsko shocks decent people everywhere by admitting that the prize money will change him, and then proves it by dumping his wife and sailing to Tahiti with three topless dancers!



After being freed from an evil spell, Academy Award voters start giving Oscars to billionaire directors who make movies that people really like! (Based on a recently discovered screenplay by Steven Spielberg.)

Do you remember when your family would go on those long boring car trips! And do you remember how your Mother would try to keep you kids entertained with "Auto Bingo"... that stupid little game with the cows and stop signs, etc. Well, what we have here is a similar game for another boring activity kids have to do with their parents. Here's



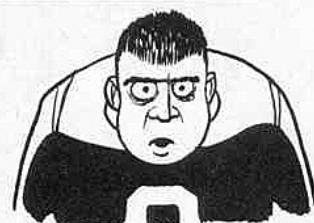
SUBWAY BINGO



SMELLY BUM



SPIDER GRAFFITI



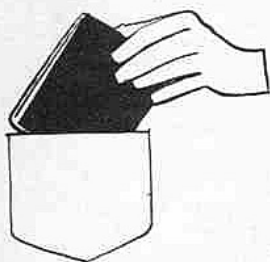
BIG CRAZY GUY
STARING AT YOU



"BLIND" BEGGAR



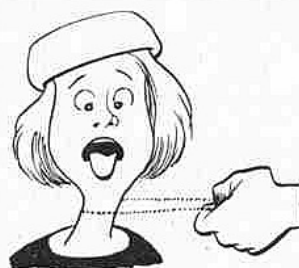
POLE TWIRLER



PICKED POCKET



TRANVESTITE



CHAIN SNATCHING



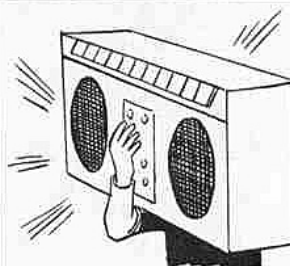
PUKING DRUNK



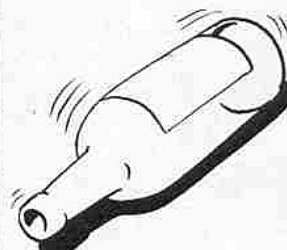
DAY-OLD NEWSPAPER



GUARDIAN ANGEL



BLASTING RADIO



ROLLING BOTTLE



**SOMEONE TAKING
UP TWO SEATS**

**FREE
SPACE**



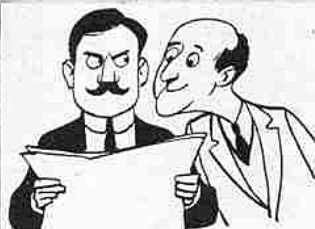
**SOMEONE FALLING
ASLEEP ON SOMEONE**



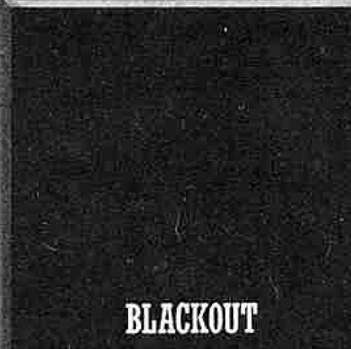
**PREGNANT WOMAN
STANDING**



LONG DELAY



**OVER-THE-SHOULDER
NEWSPAPER READER**



BLACKOUT



SEAT SQUEEZER



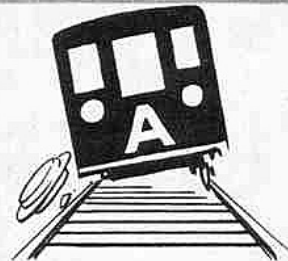
DOOR-HOLDER



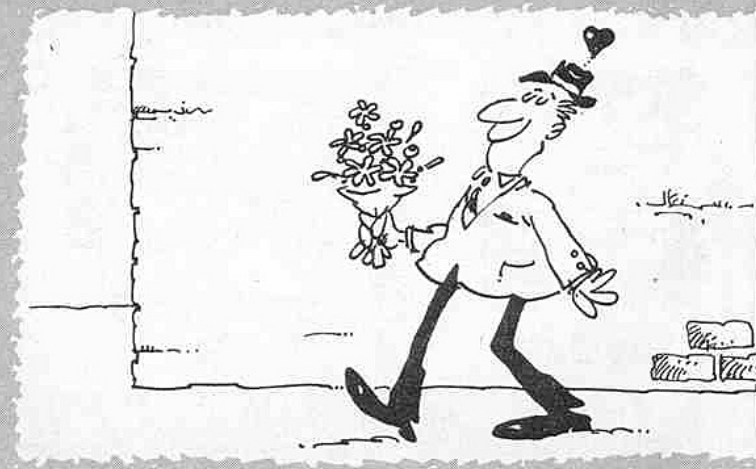
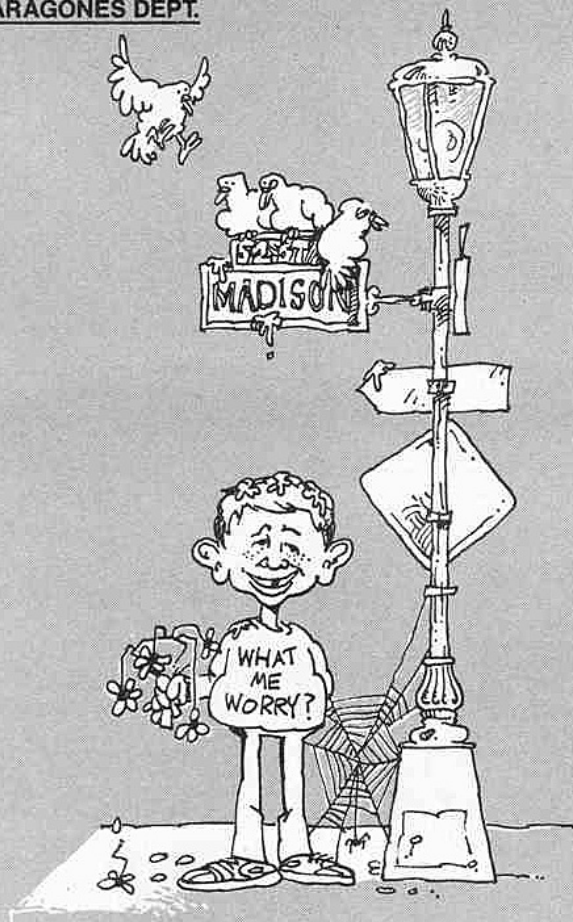
**SOMEONE STUCK
IN DOOR**



DEFIANT SMOKER

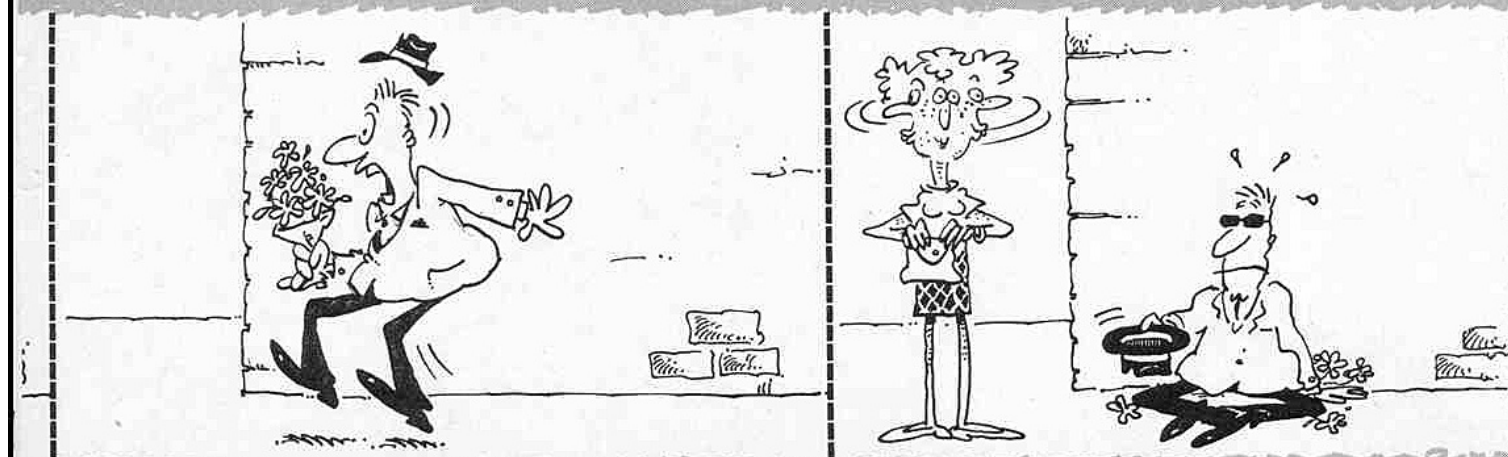
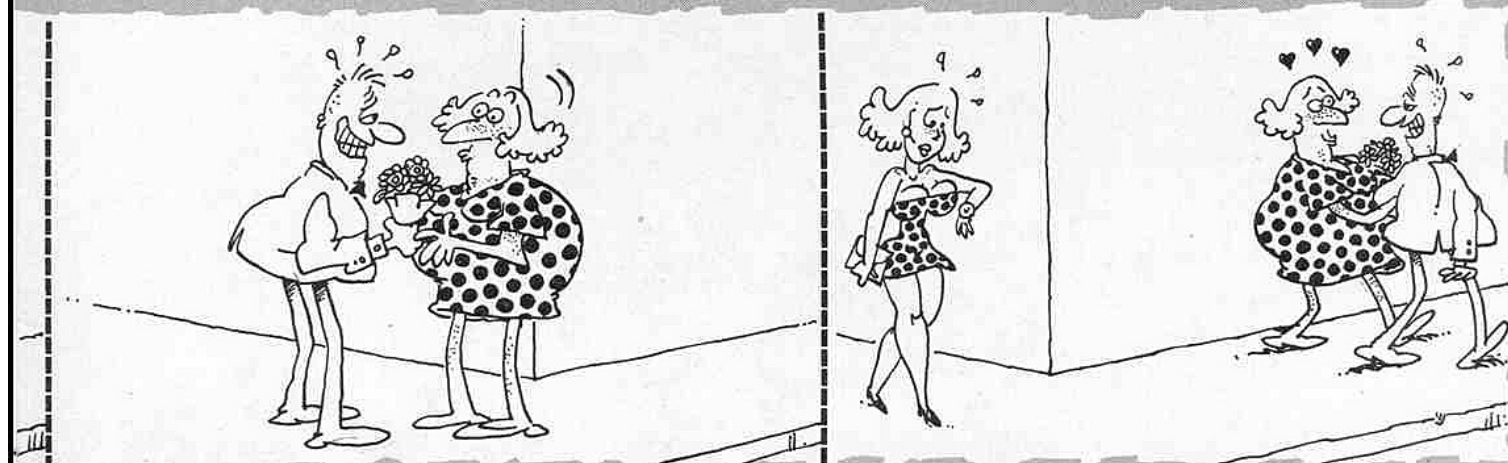
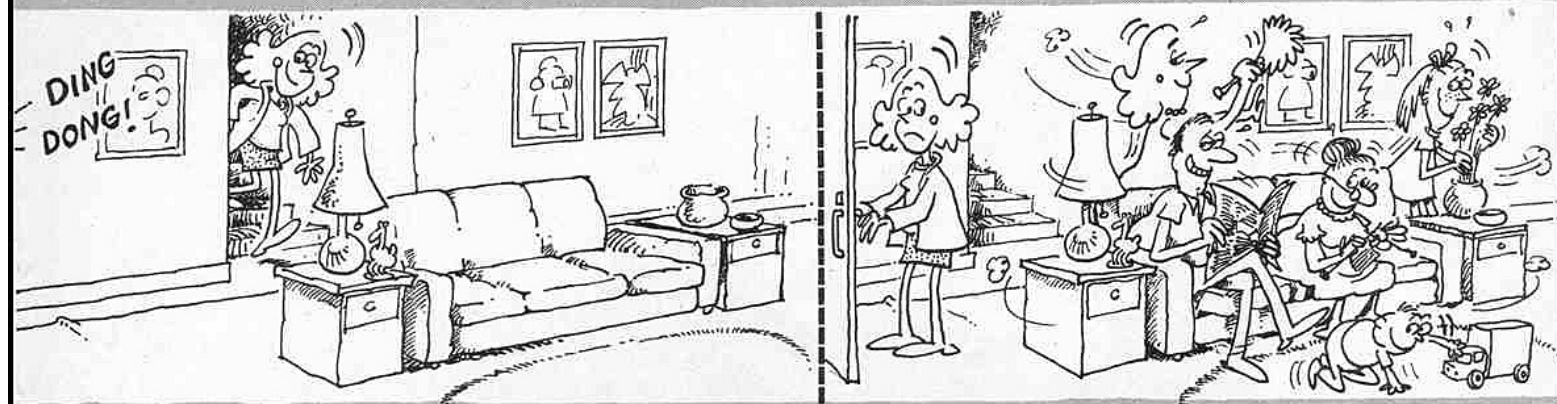


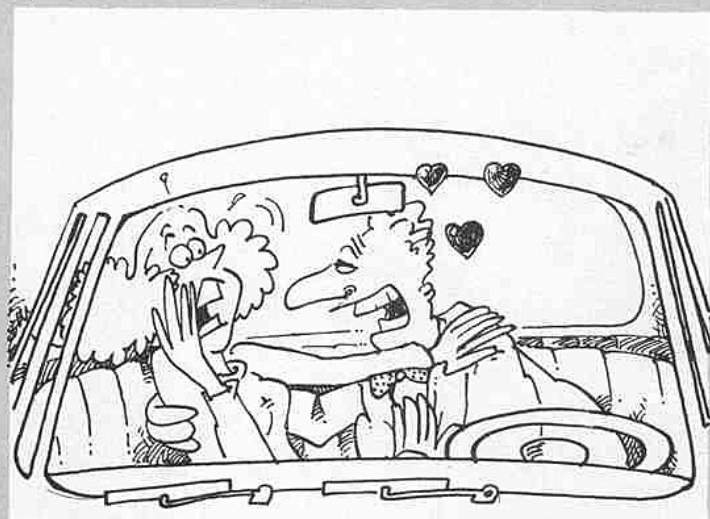
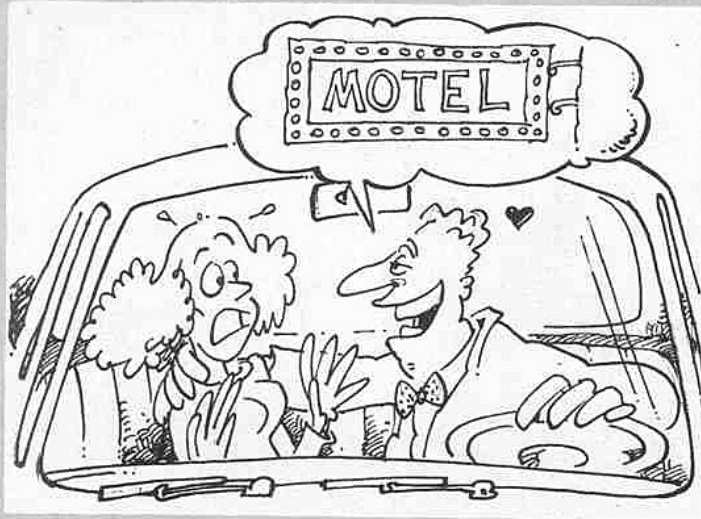
DERAILMENT



A MAD LOOK AT DATING

ARTIST & WRITER: SERGIO ARAGONES

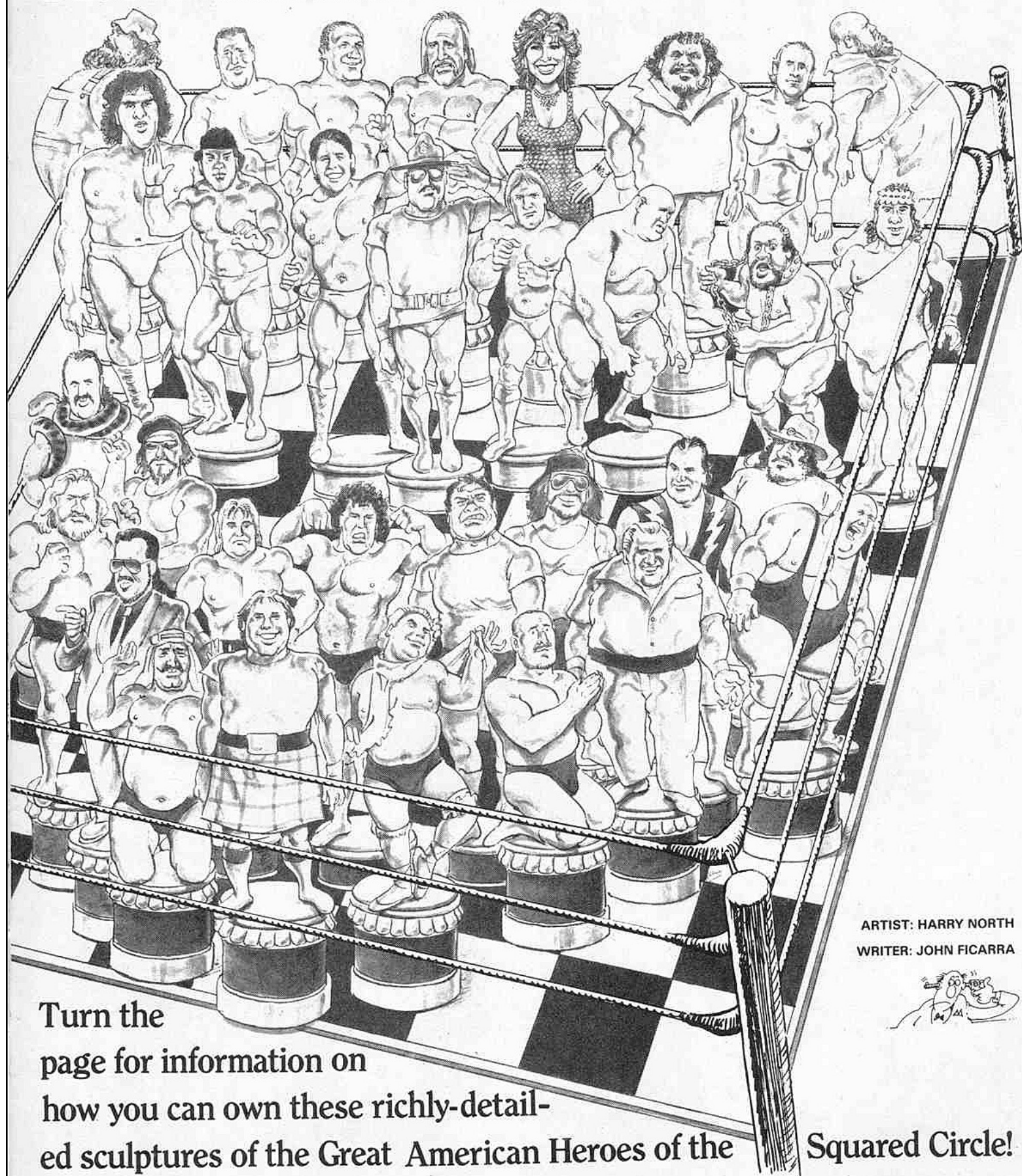




ARAGONES 87

RING AROUND THE DOLLAR DEPT.

Announcing
THE CRANK'EM OUT MINT
PROFESSIONAL WRESTLING CHESS SET



ARTIST: HARRY NORTH
WRITER: JOHN FICARRA



Turn the
page for information on
how you can own these richly-detail-
ed sculptures of the Great American Heroes of the Squared Circle!



**"Rowdy" Roddy Piper
KING**



**Hulk Hogan
KING**



**Miss Elizabeth
QUEEN**



**"Captain" Lou Albano
BISHOP**



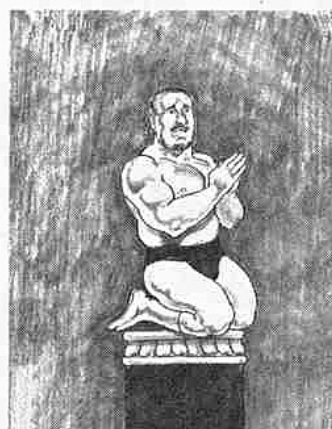
**"Adorable" Adrian Adonis
QUEEN**



**"Classy" Freddie Blassie
BISHOP**



**Jimmy Hart
BISHOP**



**Nikolai Volkoff
KNIGHT**



**The Iron Sheik
KNIGHT**



**Big John Studd
ROOK**

CHESS—THE TIME HONORED GAME of the great thinkers! And Professional Wrestling—the game for people who don't think too much! Brought together here for the first time!

The Crank'em Out Mint, dedicated to putting an unwanted bill or parcel into the mailbox of every American, every day for the rest of their lives, is proud to unveil this exciting new Professional Wrestling Chess Set.

CRAFTED WITH ACCURACY AND DETAIL

This extraordinary chess set is crafted to the most unbelievable of standards. The shell of each piece is painstakingly cast in 100% man-made synthetic material and then completely filled with genuine air—the same air found in wrestling arenas around the greatest wrestling country in the world, the United States Of America!

Every evil sneer, bulging bicep, tacky costume and concealed weapon has been depicted with uncompromising accuracy. Every disgusting drop of sweat and trickle of blood has been richly captured by our artists and master craftsmen—many of whom sweat and bleed themselves!

As a result, the Crank'em Out Mint's Professional Wrestling Chess Set is a magnificent collection! A triumph over those who said it couldn't be done and over the millions more who said it shouldn't be done!

Each of the wrestling chessmen are distinctly different. Some are kneeling, others strutting,

still others grimacing in pain (after having just landed on their heads). All are specifically scaled in such a way so that it is *almost* clear which function they are to assume in an actual chess match, adding even more excitement to this otherwise boring game!

A specially written pamphlet, "Wrestling Chess Notation Made Easy," explains how to keep track of your moves:

Q. Th B. ch = "Queen Toe-holds Bishop, Check"
N. Dk R. ch, tc, M! = "Knight Drop-kicks Rook, Check (Three Count) Mate!"

And so on. All made easy with our exclusive pamphlet!

AN UNBELIEVABLE ADDITION TO ANY CLOSET OR GARAGE

In addition, the deliberately over-padded chess-board mat is completely surrounded by ropes and ring posts, further blurring the line between the two games.

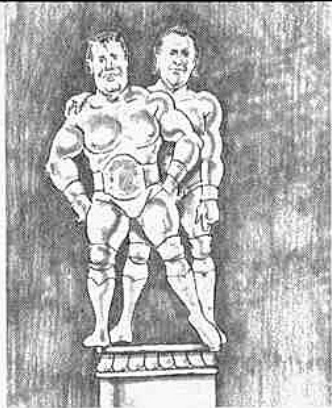
Imagine the fun you and your family will have with this incredible offer. Hour after hour of wrestling chess fun! Only, unlike real pro wrestling, you won't know the outcome of the chess match before it begins! Exhibited on a shelf or an old milk crate, this is a possession guaranteed to provoke emotions among all who make their way into your garage or unfinished basement!

BE SURE TO ACT BEFORE NOVEMBER 1

The subscription rolls are now open. This wrestling chess set may be obtained by direct sub-



**Bruno Sammartino
BISHOP**



**British Bulldog
KNIGHT**



**Uncle Elmer
ROOK**



**Hillbilly Jim
ROOK**

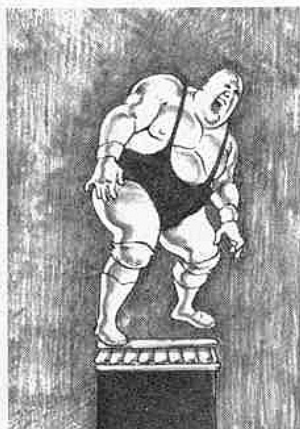
scription only and, unlike our last three collection offers, will not be available in manufacturer close-out stores within a matter of weeks. For absolutely no reason whatsoever, **WE URGE YOU TO ACT BEFORE NOVEMBER 1!**

HOW IT WORKS

Wrestling chessmen will be sent to you once a week for the rest of your life. (In the event of your death, we reserve the right to ship the remainder of the set in bulk to be buried with you and bill your heirs accordingly.) You will be billed \$29.95 for each piece shipped, even if it was not necessarily shipped to you. In addition, there is a \$9.37 per piece charge for postage and handling, which you can save if you elect to personally pick up your wrestling chessmen each week at our foundry in Osaka, Japan. You may cancel your subscription at any time; however, that will not deter us from continuing to ship and bill you. Like the Iron Sheik's infamous "Camel Clutch," our hold on you is painful, indefensible and impossible to get out of.

To begin receiving your Wrestling Chess Set, send no money! Simply fill out the coupon below. You should know, however, that by having read the ad this far, we feel you are already under obligation, and you will most likely begin receiving chessmen whether you fill out the coupon or not. Therefore it is all the more important that you act before November 1!

Figures shown actual size.
(Your size may vary.)



**King Kong Bundy
ROOK**



THE PAWNS *White Tights:* King Tonga, George "The Animal" Steele, Andre the Giant, The Junk Yard Dog, Ricky Steamboat, Tito Santana, Jimmy "Superfly" Snuka, Sgt. Slaughter!
Black Tights: The Magnificent Morocco, Jesse "The Body" Ventura, Brutus Beefcake, Greg "The Hammer" Valentine, Cowboy Bob Orton, Randy "Macho Man" Savage, Jake "The Snake" Roberts, Terry Funk!

The Crank'em Out Mint
Box P.K. -4
Boston Crab, Mass

SUBSCRIPTION APPLICATION

Please enter my subscription for the Crank'em Out Mint's Professional Wrestling Chess Set, consisting of at least 32 but not more than one thousand playing pieces.

I understand that a new wrestling chessman will be sent to me once a week forever; however, you reserve the right to increase the number of pieces sent to me at any time. I will be billed accordingly for each piece sent and will most likely be harassed and have my credit rating destroyed even if I pay each bill, however preposterous the amount, the moment it is received. I need not send any money now; however, I understand that it will become necessary to arrange to have my entire paycheck sent directly to you each week in the very near future.

Signature _____

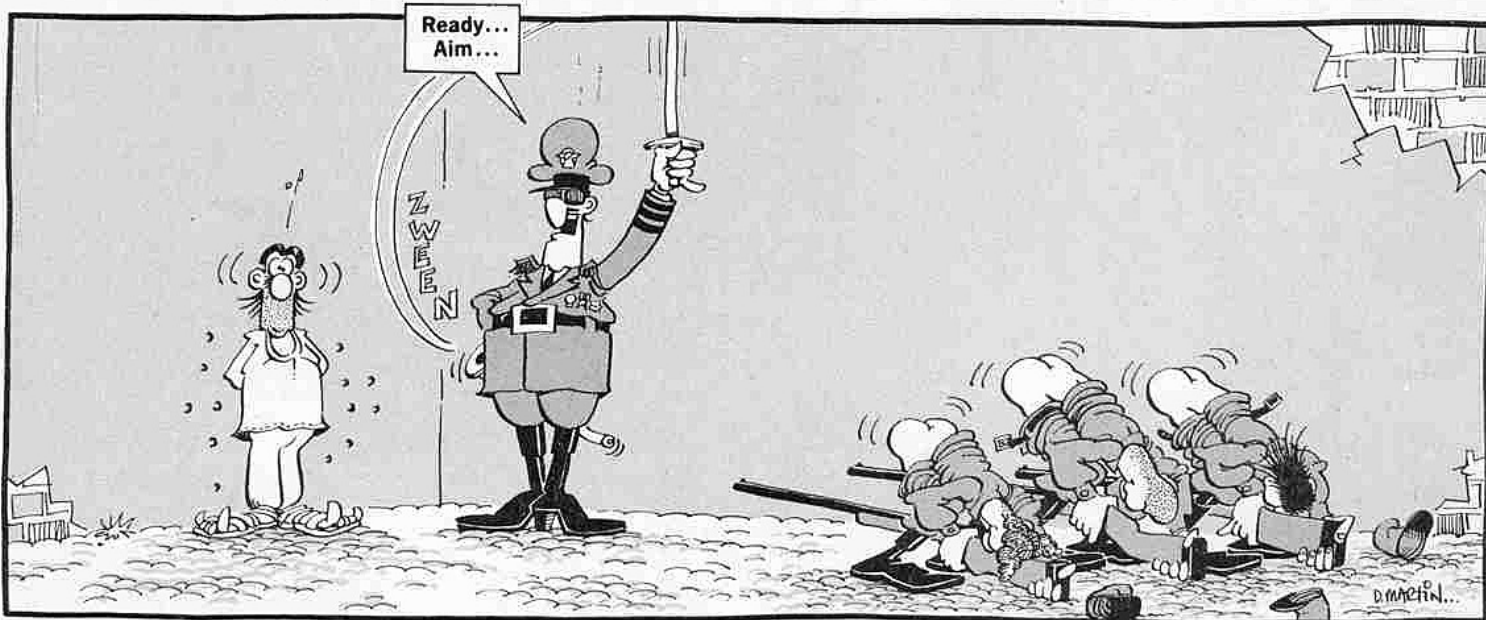
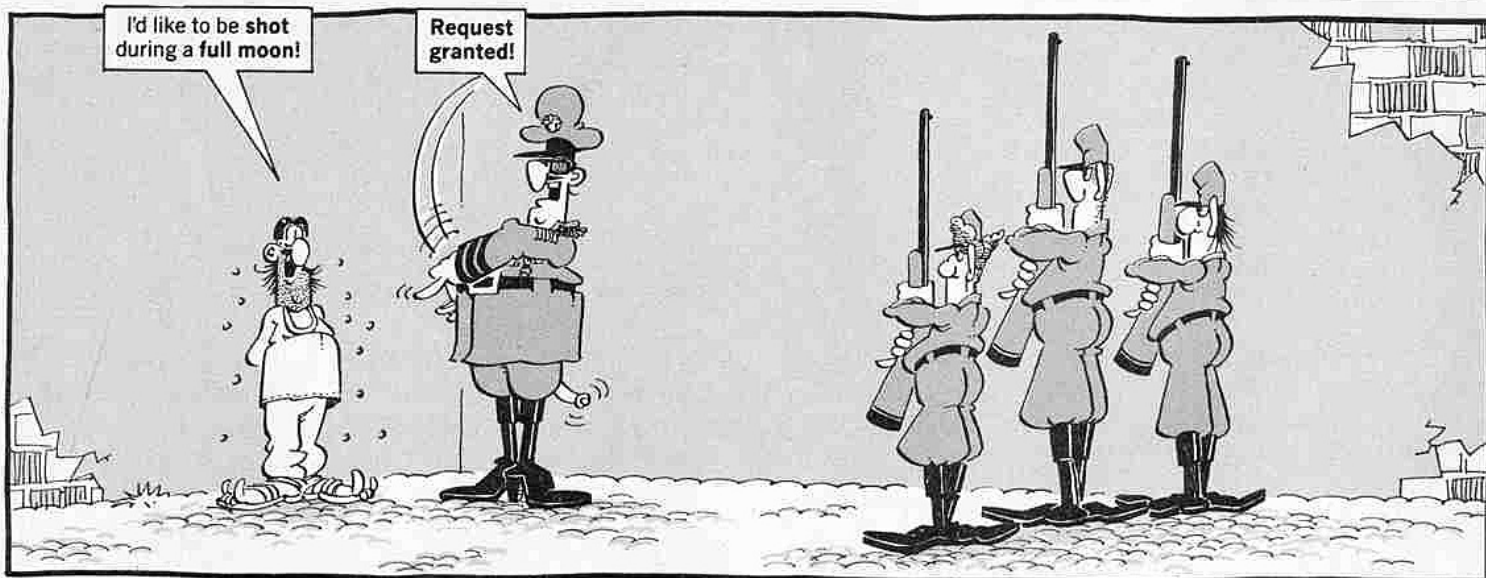
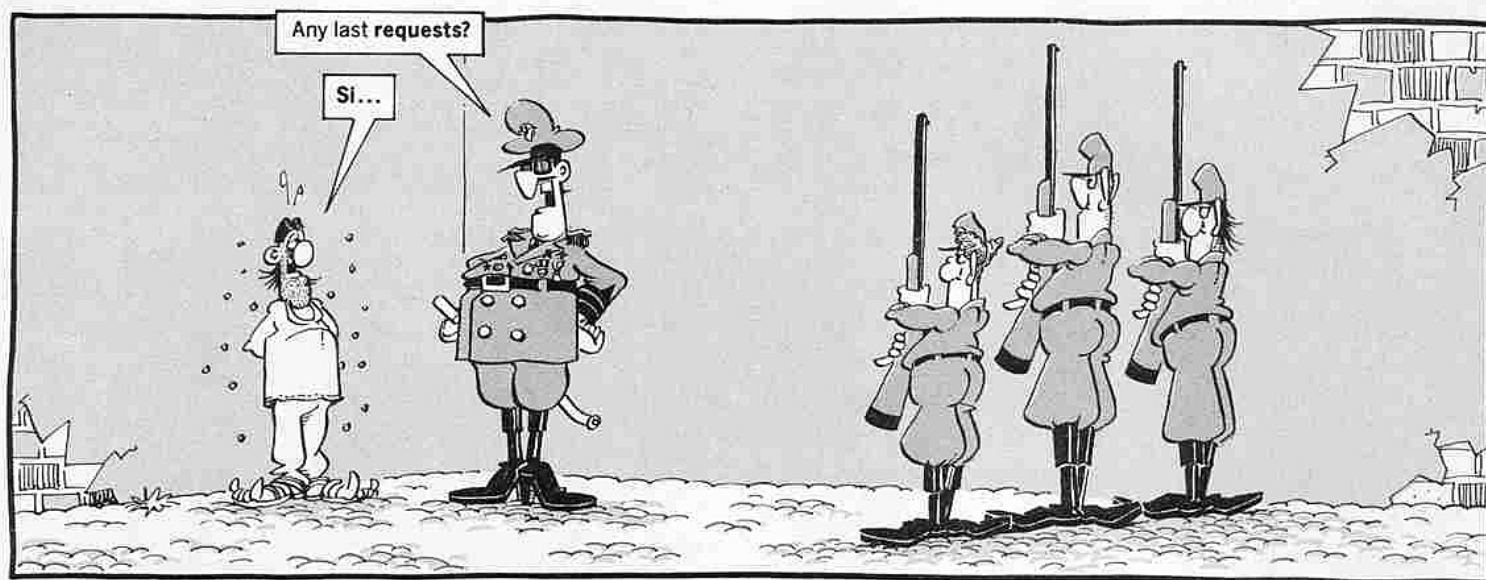
Name _____

Address _____

City, State, Zip _____

Bank and Account Number _____

ONE FINE DAY IN SOUTH BALSAMICA



WHAT WOULD BE HELPFUL IN EVALUATING GOVERNMENT LEADERS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

It is not always easy to understand what our leaders are telling us. What would greatly help to clear up the confusion is suggested by folding in the page as shown in diagram at right.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



THE PINPOINT QUESTIONING OF GOVERNMENT LEADERS PREOCCUPIES THE PRESS. MEDIA FROM EVERY STATE IS AT BRIEFINGS—A TV TEAM FROM TEXAS, AN OHIO NEWSPAPERMAN, AND A RADIO COMMENTATOR FROM SOUTH DAKOTA—ALL CUTTING THRU THE VERBAL POLLUTION

A▶

◀B

A TV COMMERCIAL WE'D LIKE TO SEE

